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Part 3 of 3



Telegraph

Smoothie wars

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In the Eighties it was the hamburger giants that duelled for dominance in the high street. By the Nineties, coffee culture had seeped across the Atlantic and names such as Costa, Nero and, Starbucks appeared on every comer.

Now, the front line in the battle for our stomachs and wallets has moved with the unsaturated, decaffeinated times. Secret weapons with names such as Mango Magic and All Berry Bang are pitted against Bliss Blend and Green Goddess. In this war, things may get ugly – but at least theyll be healthy. Tapping into a growing thirst for healthy snacks, an Australian juice bar chain, which has already taken the Asia-Pacific by storm, landed in the UK this week with plans to crush the competition in a growing market already reckoned to be worth more than 100m.

Boost Juice Bars kicked off its British invasion last Saturday, when it opened its flagship store in Manchesters Trafford Centre. It followed up with a second branch in Oxford on Tuesday, and the company hopes to be trading in at least eight bars nationwide by the end of the year, in venues from shopping centres to ski slopes.

Richard OSullivan, Boosts UK head, claims early trade has been brisk. Phenomenal is the word. Were the best-performing store of all the 200 branches worldwide." Boosts road to riches in Australia has been equally dramatic. Since its birth in 2000, in a Melbourne garage, the chain has become the fastest-growing juice business in the southern hemisphere, boasting more than 180 stores in Australia, Singapore, Chile, Kuwait, and now the UK.

It was during a holiday in California that Jane Allis, who left school at 17 and once dabbled as a model, saw a hole in the Australian market for a healthy alternative to fast food. A busy mother of three, Allis, 40, was fed

up with the daily struggle to grab a quick but nutritious fix for herself and her sons.

So with the support of her husband and friends, she raised the funds to develop, with advice from her children, a menu of exotic juices and smoothies that combined fresh fruits and vegetables but left out preservatives, artificial flavours and added sugar. When she opened her first store in Adelaide, Alliss drinks were an instant hit.

A second outlet soon followed and within weeks Allis had signed a lease for a further 18. Now, with 10 times that number of branches, Boost Juice expects to rack up sales of 50m this year, sells more than a million drinks a month, and juices 35 tonnes of mangoes a year. At one stage, Allis claims she exhausted Adelaides supply of bananas.

In Manchester, the entrepreneur has stumbled on a franchisee with an impressive track record. Richard OSullivan, from Bury, sold his Millies Cookies firm to catering giant Compass for 24m in 2003. After striking cookie gold, OSullivan says he could have put his feet up".

It was his daughter who came across Boost Juice on her gap year in Australia. She phoned home to tell OSullivan, Dad: you could do this." He got straight on a plane to judge Boost for himself. It stopped me in my tracks. It was an explosion of flavour, tasted great, and you just knew it was good for you."

OSullivan, 44, now believes the UK juice bar market is ripe for an Aussie invasion. But he faces stiff competition. Recent figures from Mintel show it has grown by more than 60 per cent in five years, with Britons spending almost 768m a year. As the fastestgrowing sector of the UK soft drinks market after bottled water, we guzzle more than 2 million litres of juice a year. And theres also competition from the booming market in bottled smoothies made by big brands such as Innocent and PJ Smoothies, which was bought by Pepsi for 20m in 2005. Together, they represent a major force in healthy, ethically sourced foods.

Alongside all of this, Mintel estimates the Fairtrade industry alone is worth more than 250m a year and will be 500m by 2010 – and in June, the US chain Whole Foods Market, which has 193 stores in North America and turns

over more than 100m a year, will open its first store in the UK. It already owns Fresh amp; Wild, purveyors of pricey but eminently healthy products including specialist, organic cheeses and wheatgrass shots.

But in the shopping mails and on the high streets of the nations metropolises, its brightly coloured juice bars with cutely named drinks such as Good Morning and Berry Blast are making a splash, springing up alongside the ubiquitous coffee shops and noodle bars. The UK is home to 24 multi-site luice bar businesses of various sizes.

London -based chains Love juice and Crussh between them have 24 stores across England, with plans to open dozens more in the next few years.

Crussh, which has so far concentrated its juice making in the capital, where it has 16 stores, leads the market. The companys managing director, Chris Fung, says he is unfazed by the prospect of an Australian invasion. Theres easily space for more than one operator," he declares.

OSullivan is equally bullish, and vows that Boost will flourish by setting itself apart with its funky, Antipodean approach to juice. The company has built itself on an image of young, attractive staff who dance behind the counter and juggle fruit as they squeeze mangos, melons and grapefruit into shiny plastic cups.

OSullivan schooled himself in the Boost way by spending six weeks as a volunteer juicer behind the companys Australian bars with his wife (and retail director), Dawn. Now back in Britain, rather than the traditional interview, the couple held group auditions for staff. We had over 100 16-25-year-olds and we created such a vibe with music and movement to find applicants almost at the level of stage school students. Our staff can wear five different types of headwear. Its a far cry from the McDonalds visor—were marketing to the iPod generation."

The local produce for local people" image pioneered by the American lice-cream makers, Ben amp; Jerrys, and later in the UK drinks industry by Innocent smoothies, has been wholly embraced by the juice bar chains. But with Ben amp; Jerrys recent 326m (163m) sellout to Unilever, and Innocents whopping 75m annual turnover, will consumers see through the clever marketing? When one company does it and finds success, everyone

copies it. Its the same for juice bars, but aiready I think its wearing a bit thin. I think if the chains want to survive, they need to establish a more distinct image," says Warwick Cairns, planning director at Brandhouse, a London marketing agency.

OSullivan says the key to the success of the Boost brand will be the quality of the product. You dont open 200 stores in five years unless you've got something extremely special," he says. Healthy food has a reputation for tasting bloody awful, whether its having your mum ramming broccoli down your throat or chewing on rice cakes. Its fantastic to have something with the texture of an indulgent milkshake that tastes amazing and does you good."

Cairns agrees that juice has come along way from the days when it meant longlife cartons of pasteurised orange juice. I remember when Tropicana was a huge step forward," he says. Now that low-cost exotic fruit can be grown all year round and flown in, its much easier to get hold of high quality juice."

Crusshs Chris Fung credits the rise of the juice bar with an increasingly health conscious society. Driven by a desire for products that are natural, nutritious and low on calories, todays consumer wants more than a short-lived energy burst from a caffeine-rich jolt of java, or a sugary milkshake.

So do juice bars spell the demise of coffee shops? Probably not," says Cairns. Im not sure the market can support year-round, dedicated juice bars. And it will be so easy for the coffee chains to fight back by offering juicing facilities." Cairns also says the bars will struggle in the winter. But Boosts chief, Richard OSullivan, is unconcerned by the prospect of blustery days in Manchester. We only trade in protected environments like shopping malls or airports, where the weather isnt an issue," he says. Protected from a chilly spring morning in a shopping mall at Canary Wharf, London, sits at least one convert to juice. Gen Ford, a Canadian banker, is sipping on a Berry Blast outside a branch of Crussh. The store is within a mangos throw of Star-bucks, Caff Nero and Pret A Manger. Ford, 27, says: I used to grab a coffee on the way to my office almost every day, but now

Im all about smoothles. They still give me a great kick in the mornings, but I know Im also drinking something thats good for me and tastes amazing."

Boost Juice

Set up by an Australian mother of three in 2000, Boost Juice now boasts 200 branches in the Asia Pacific and opened its first two UK stores last week.

The firm expects to rack up more than 50m this year with a range of drinks including Mango Magic.

Zumo

The Irish entrepreneur Cathal Power launched Zumo and filled a gap in the Irish drinks market in 2001 with his Dublin-based chain of Californian-themed juice bars. The firm is now Europes largest smoothie and juice bar chain with more than 30 stores. Juice of the month: Amazon Acai. Love juice

Inspired by his travels in Asia, John Heseltine launched the Lovejuice chain in 2003. With eight stores around the UK and plans to open a further 50 stores by 2010, the London-based company has grand designs on the market for fresh juice and smoothies.

Innocent

The smoothie behemoth started life in 1998 with a 500 basket of fruit.

Innocent now turns over about 100m a year, sells two million smoothies a week in more than 7,000 stores around the world and accounts for more than 60 per cent of the market.

Crussh

Crussh has 16 stores in London and plans to expand to more than 20 nationwide by the end of the year. It turns over more than 6m selling drinks, as well as sushi, sandwiches and soup.

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HOME SMOOTHIE WARS

Simon Usborne
1,842 words
21 April 2007
The Independent
4TH
English
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HOME | Beyond cafe society ++ Forget your extra-shot skinny latte to go. There's a new drink in town – and it won't send your blood pressure sky high. As Australia's fresh juice giant muscles in on Britain's high streets, Simon Usborne discovers why we'll soon be swapping our daily caffeine fix for crushed carrot and pulped papaya

In the Eighties it was the hamburger giants that duelled for dominance in the high street. By the Ninetles, coffee culture had seeped across the Atlantic and names such as Costa, Nero and, Starbucks appeared on every corner.

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Richard O'Sullivan, Boost's UK head, claims early trade has been brisk. "Phenomenal is the word. We're the best-performing store of all the 200 branches worldwide." Boost's road to riches in Australia has been equally dramatic. Since its birth in 2000, in a Melbourne garage, the chain has become the fastest-growing juice business in the southern hemisphere, boasting more than 180 stores in Australia, Singapore, Chile, Kuwait, and now the UK.

It was during a holiday in California that Jane Allis, who left school at 17 and once dabbled as a model, saw a hole in the Australian market for a healthy alternative to fast food. A busy mother of three, Allis, 40, was fed up with the daily struggle to grab a quick but nutritious fix for herself and her sons.

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It was his daughter who came across Boost Juice on her gap year in Australia. She phoned home to tell O'Sullivan, "Dad: you could do this." He got straight on a plane to judge Boost for himself. "It stopped me in my tracks. It was an explosion of flavour, tasted great, and you just knew it was good for you."

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The "local produce for local people" image ploneered by the American ice-cream makers, Ben & Jerry's, and later in the UK drinks industry by Innocent smoothies, has been wholly embraced by the juice bar chains. But with Ben & Jerry's recent \$326m (£163m) sellout to Unilever, and Innocent's whopping £75m annual turnover, will consumers see through the clever marketing? "When one company does it and finds success, everyone copies it. It's the same for juice bars, but already I think it's wearing a bit thin. I think if the chains want to survive, they need to establish a more distinct image," says Warwick Cairns, planning director at Brandhouse, a London marketing agency.

O'Sullivan says the key to the success of the Boost brand will be the quality of the product. "You don't open 200 stores in five years unless you've got something extremely special," he says. "Healthy food has a reputation for tasting bloody awful, whether it's having your mum ramming broccoli down your throat or chewing on rice cakes. It's fantastic to have something with the texture of an indulgent milkshake that tastes amazing and does you good."

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News Boost Juice plots global domination

Noelle Waugh
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B & T Weekly
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Boost Juice Bars is gearing up for an aggressive overseas expansion drive focused on extending the brand into key markets throughout Europe, following last week's launch of its first outlet in the UK.

Janine Allis, Boost Juice Bars founder and chief executive, said the company has ambitious growth targets for the business with up to 20 stores set to be launched in the UK within two years, and with plans to roll-out up to 300 outlets over the coming five years if the venture proves successful.

Richard O'Sullivan and Mario Budwig, who started up the hugely successful UK-based biscuit and muffin retailer Millie's Cookies, are partnering with Boost on the UK launch.

The Boost Juice Bars company is also preparing to break into a number of international markets in the first half of this year with plans to roll out new franchise stores in Portugal, Hong Kong, South Africa and Thailand by August.

The Australian juice bar chain opened its first store in the UK in Old Trafford shopping centre based in Manchester on April 14, with a further two outlets to be launched in Oxford and Nottingham in the coming weeks.

The initial UK store opening is being supported by a major sampling drive and extensive PR campaign focusing on the "Juice Wars" theme, as the brand moves to shake-up the booming UK smoothie market, currently dominated by in-store smoothie labels such as Innocent and London-based rival chain Crussh

Allis hopes to translate the concept of the established Boost brand in Australia that centres on promoting the healthy, fun-loving, beach-side culture of the region to the UK market.

Steph Malkin, the recently installed marketing manager for the UK operation, is overseeing the launch campaign.

Allis said the company is also preparing to roll out an above-the-line campaign to promote the brand in the UK with radio and outdoor activity likely to break around August, supported by a marketing budget of around £50,000 (\$120,000). The chain currently spends around \$4m on marketing and advertising in Australia with an estimated 90% of that budget being channelled into radio.

Boost, which was founded in 2000, currently has more than 170 stores across Australia, with operations in Chile, Indonesia, Kuwait and Singapore.

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Guardian Financial Pages

Financial: Smoothle invasion troops given dancing and juggling lessons: Australia's Starbucks of juice world enters fray: Millie's Cookies duo behind British campaign

Katie Allen 601 words 16 April 2007 The Guardian 28 English © Copyright 2007. The Guardian. All rights reserved.

The booming smoothie market is facing a shake-up with the arrival of a rapidly expanding Australian juice chain.

Boost Juice, the fastest growing smoothle business in the southern hemisphere, hopes to conquer Britain under the management of the team behind Millie's Cookies. Richard O'Sullivan and Mario Budwig, who grew the cookies and muffins chain to more than 100 outlets across the country, are turning their attention to a healthier form of indulgence.

Tapping into a growing thirst for healthy snacks, the UK's first Boost Juice opened in Manchester's Trafford Centre this weekend and will be followed by another outlet in Oxford later this week. Boost claims to be Australia's fastest growing retail chain and has been dubbed the Starbucks of the juice world, with more than 30 stores opening each year.

Started in 2000 when Australian mother of three Janine Allis had tired of looking for healthy, takeaway snacks for her young boys, Boost has expanded into Chile, Kuwait, Singapore and Indonesia. It has four other countries on its radar for this year.

In Britain it is being launched into a cut-throat market. Demand for fresh fruit drinks has expanded rapidly in recent years. The UK is already home to 24 multi-site businesses of various sizes. There is also a booming market for in-store smoothies such as Innocent.

Mr O'Sullivan, Boost's UK head, says he is undaunted by what he calls an "absolutely saturated" battleground.

He said: "Everybody is piling into the market and the rents are being driven sky-high. There'll be a consolidation. There are going to be casualties. There'll be a tipping point and that tipping point will be either an acquisition of a competitor or just becoming outright preferred brand by both the consumer and the landlord."

Boost hopes to set itself apart from rival chains such as London-based **Crussh** with an Australian feel. The business has built its brand on an image of young staff who are encouraged to dance and juggle fruit.

Mr O'Sullivan spent six weeks working behind Boost bars in Australia with his wife and retail director Dawn. The couple have held auditions, rather than interviews, for new staff and the 20 people picked are at a pre-launch smoothie school.

Mr O'Sullivan, 44, and his business partners sold Millie's for a reported pounds 25m in 2003 and he stayed until the start of 2006, taking his time at the chain to just short of 20 years.

He then became involved with Boost on the recommendation of his daughter, who was in Australia on a gap year. "She phoned me and said there's a business here in Australia and it looks like something you've done," he said. A trip to Australia and meetings with Boost's founders followed.

"I had a look at it and loved it," he says. "The reason for taking Boost is really simple: they were going to come to Britain whether you like it or not."

He plans three more bars in Manchester this year and is considering a range of venues from shopping centres to indoor ski slopes.

"Our first six to eight stores are all in different types of environments so we are taking it for a test drive," Mr O'Sullivan said. "If the brand is as popular as we think it will be, the potential is enormous."

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Guardian Financial Pages Smoothle invasion troops given dancing and juggling lessons: Australia's Starbucks of juice world enters fray Millie's Cookies duo behind British campaign

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600 words
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The Guardian
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Features Office essentials

61 words 12 April 2007 Mirror 67 English (c) 2007 Mirror Group Ltd

NO time for breakfast before you start work? Grab a Berry Breakfast Smoothie on your way in. It's a blend of blueberries, muesli, low-fat natural yoghurt, skimmed milk, honey and a wheatgerm booster - all your nutritional essentials in one. Available from **Crussh**, which has 16 stores in London and is expanding nationwide this year, from £3.

Document DMIRR00020070412e34c0004q

Smoothie bars latest trend in perennially trendy Britain/Mit smoothie bars setzt groobritannien wieder einmal den neuesten trend/Les bars a smoothie sont la derniere tendance au royaume-uni/Smothie bars, la ultima moda en el reino unido.(News from Europe)

1,122 words 1 April 2007 Quick Frozen Foods International 77 ISSN: 0033-6416; Volume 48; Issue 4 English

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First it was fast food hamburger joints flooding town centers in the United Kingdom. Then it was coffee shops on every street corner. But now the trendy thing in Merry England is smoothie bars like Crussh that serve up healthy drinks using frozen yogurt.

London's Crussh, which opened its 15th branch late last year, is the United Kingdom's biggest smoothie chain. Now almost nine years old, its sales were more than 5 million [pounds sterling] last year. But Boost Juice Bars, which has nearly 200 outlets stretching from Australia to Kuwait, is set to enter the market, with plans to open bars in Manchester, Oxford and Nottingham this spring.

Boost Juice was founded by Australian Janine Allis. "In the beginning it was just an idea," she states on her company website. After noticing the juice bar fad in the United States, Allis was inspired to bring it back to Australia. However, rather than duplicating American juice bars, she added her own flair and personality to the concept of "fast food you can feel good about."

Although the world's largest smoothie chain, United States-based Jamba Juice, has yet to enter the United Kingdom marketplace, chains such as Love Juice and Fruit Boost are also expanding to tap into a market estimated to be worth approximately 100 million [pounds sterling] and said to be doubling each year, in a country where warnings about obesity and increased awareness of the importance of eating five servings of fruit a day have fueled a surge in healthy eating.

MIT SMOOTHIE BARS SETZT GROOBRITANNIEN WIEDER EINMAL DEN NEUESTEN TREND

Erst waren es die Fast-Food-Burger-Restattrants, die in Grossbritannien die Innenstadte überflutet haben, dann die Coffee Shops, die es bald an jeder Strassenecke gab. Der neueste Trend in Merry England sind nun die Smoothie Bars wie z.B. Crussh, in denen gesunde Getranke auf der Basis gefrorenen Joghurts serviert werden.

London's Crnssh, die im Oktober die 15. Niederlassung eroffnet haben, ist die grosste "Smoothie Chain" in Grossbritannien. Im achten Jahr haben die Verkaufe schon mehr als 5 Millionen [pounds sterling] erreicht. Nun will auch Boost Juice Bars, (es gibt bereits ca. 200 Bars von Australien bis Kuwait) den englischen Markt erobern und plant, ab Marz Bars in Manchester, Oxford und Nottingham zu eroffnen.

Grunderin von Boost Juice ist die Australierin Janine Allis. "Am Anfang war es nur eine Idee," erklart sie auf der Webside ihres Unternehmens. Nachdem sie die Saftbars in den USA kennen gelemt hatte, nahm sie die Idee mit nach Australien. Sie entwickelte jedoch keine Kopie nach amerikanischem Vorbild, sondern kreierte Bars mit eigenem Flair und Personlichkeit.

Auch wenn die grosste "Smoothie-Kette" der Welt, die amerikanische Jamba Juice, erst seit kurzen auf dem englischen Markt zu finden ist, planen weitere Ketten wie Love Juice und Fruit Boost die Expansion auf dem englischen Markt, der auf 100 Millionen [pounds sterling].

LES BARS A SMOOTHIE SONT LA DERNIERE TENDANCE AU ROYAUME-UNI.

If y eut tout d'abord les enseignes de restauration rapide qui envahirent les centres-villes des villes britanniques. Puis ce fut le tour des coffee shops qui commencement a pulluler a chaque coin de fue. Mais aujourd'hui, la derninre tendance en Angleterre ce sont les bars a smoothie (avec par exemple **Cruss**h) qui servent des boissons saines h base de yaourt surgele.

La societe londonienne Crussh, qui a ouvert sa 15e enseigne en octobre, est la plus grande chaine de Smoothie du Royaume-Uni. Cette chaine, qui existe maintenant depuis 8 ans, a realise des ventes superieures a 5 millions de livres l'an dernier. Boost Juice Bars, avec pres de 200 points de vente de l'Australie au Koweit, s'apprete a conquerir le marche et a l'intention d'ouvrir des bars a Manchester, Oxford et Nottingham au mois de mars.

La societe Boost Juice fut fondee par une Australienne, Janine Allis. << Au depart, ce n'etait vraiment qu'une idee, >> declare-t-elle sur le site Web de sa societe. Apres avoir remarque la mode des bars a jus de fruits aux Etats-Unis, Allis eut envie de ramener l'idee en Australie. Cependant, au lieu de faire la copie conforme des bars a jus de fruits amencains, elle ajouta son propre style et sa personnalite au

concept de << restauration rapide qui ne vous fera pas rougir de culpabilite. >>

Meme si la plus grande chaine mondiale smoothie, la societe americaine Jamba Juice, doit toujours faire son entree sur le marche britannique, des chaines comme Love Juice et Fruit Boost sont actuellement en pleine expansion et veulent obtenir leur propre part d'un marche dont la valeur, actuellement estimee a 100 millions de livres.

SMOTHIE BARS, LA ULTIMA MODA EN EL REINO UNIDO

Las cadenas de hamburgueseria fueron las primeras en inundar todos los centros comerciales del Reino Unidos. Despues les siguieron las cafeterias, con un establecimiento en cada esquina. Ahora lo que esta mas de moda son los bares donde se sirven "smothies", bebidas saludables hechas con yogurt congelado.

London's **Crussh**, que abrio su establecimiento numero 15 en octubre, es la cadena mayor de smoothies del Reino Unido. Con ocho anos de histona, el ano pasado consiguio ventas por un valor superior a los 5 millones de libras. Pero Boost Juice Bars, que tiene casi 200 establecimientos esparcidos desde Australia a Kuwait, parece que va a entrar en el mercado, con planes de abrir bares en Manchester, Oxford y Nottingham para marzo.

Boost Juice fue fundado por la australiana Janine Allis. "Al principio era solamente una idea", afirma en la pagina web de su compania. Despues de notar que los bares de jugos estaban de moda en Estados Unidos, Allis tuvo la idea de reentroducirlos en Australia. Sin embargo, en vez de duplicar los bares de jugo americanos, anadio su propia personalidad al concepto de "comida rapida con la que te puedas sentir bien".

Aunque la cadena de smothies mayor del mundo, Jamba Juice, con sede en Estados Unidos, todavia no se ha introducido en el mercado britanico, cadenas como Love Juice y Fruit Boost estan tambien extendiendose para entrar en un mercado cuyas ganancias se cifran en 100 millones de libras y se duplican cada ano; en un país en que crece la idea de la importancia de tomar 5 piezas de fruta al dia y en el que se ha levantado la alerta contra la obesidad y en favor de la alimentacion sana.

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Focus Smooth ride for juice market

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The cup continues to run over for the fruit juice market, with the smoothies

category enjoying sales growth of well over 200% last year, writes Helen Gregory

C onsumers just can't get enough of juices and smoothies. Almost one fifth of the population bought a smoothie last year, according to TNS, while fruit juice consumption rose 24% to 366ml per person each week, according to the latest Expenditure and Food Survey.

The total juices and smoothies market grew 18% last year, taking it to £966m [TNS, 52 w/e 3 December 2006]. Not-from-concentrate juice was the largest sector in the chiller cabinet (growing 34% to £230m), although ambient from-concentrate juices were still the biggest sellers, rising 7% to £297m. Smoothies was the fastest growing area of chilled, up 222% to £65m.

But as the category grows, so does

confusion among consumers about which type of juice to buy, with disagreement among manufacturers about whose health claims are correct. Some consumers believe juices in the ambient or long-life aisle contain preservatives, for example, although most don't.

According to TNS, the perception that fresh is more healthy means growth is being driven mainly by chilled drinks. Many shoppers then trade up from the lower-priced concentrate into the more premium not-from-concentrate juices and smoothies.

However, Pago Fruit Juices UK MD Tony Harwood says orange fruit juice from concentrate is a better option. Fresh juice mainly comes from Brazilian oranges which are transported here before they are ripe and then squeezed in Europe, he argues. Picking and squeezing them ripe and extracting the concentrate is far better, he claims.

Chris Fung, MD of juice and smoothie chain **Crussh**, adds: "Manufacturers of bottled smoothies and juices have long kept a lid on the fact that their drinks are pasteurised - heated for the purpose of killing harmful organisms such as bacteria. What many consumers don't know is that this process actually kills off many of the beneficial enzymes present in fresh fruit."

The distinctions between fresh juices, from-concentrate and not-from-concentrate products are not always clear, agrees Helen Thomas, Musgrave Budgens Londis category manager. "On-pack information is not always written in consumer-friendly language," she says.

Research by juice supplier Princes reveals that consumers often buy ambient because of its convenience and will give it to their children during the week, while they buy chilled at weekends for themselves.

Although freshly squeezed orange juice is recognised by many to be premium quality, shoppers are often more likely to buy this to drink when they are away from home. Johnson's Juice, for example, sells mainly in the foodservice sector to people on the go.

Brand manager Dan Gough says: "Consumers seem to be more willing to buy it when they're out of home. They like it when they're taking time over breakfast, or during the daily commute."

There is still work to be done to make consumers aware of the organic offerings in the chiller cabinets, advises Andrew Shupick, MD of Grove Fresh.

"We've helped the organic sector shake off its hippy image and get firmly established in mainstream retailing. Now our challenge is to direct more consumers to chilled organic brands," he says.

Despite the prevalence of plastic and

cardboard, some manufacturers believe glass bottles will make a comeback.

"If you look at most of the major grocers you are beginning to see a nascent recognition of premium products in glass in the ambient aisle," says Justin Presser, brand manager for Sunraysia, noting that affluent consumers have been buying into this sub-category, as have consumers coming back from countries which offer this format.

"Glass bottles are not regarded as the best container for juices by many consumers, who look to plastic bottles for 'freshness'," adds Lawrence Mallinson, MD of James White Drinks.

"Reality does not match their expectations, as most of these are no fresher than their glass-bottled equivalents."

Whatever format it comes in, juices and smoothies help consumers get their recommended dose of vitamins, agree most manufacturers.

Britvic's new Robinsons Smooth Juice - a 100% pure juice with barley - claims to provide one of the five target portions of fruit and vegetables in each serving.

Manufacturers have also responded to changes in rules governing the nutritional standards in schools, introducing new juice drink formulations with a higher juice content and fewer additives.

Meanwhile, brands are shrugging off criticisms about the sugar content in juices and smoothies. Tropicana is typical of most: "We're conscious about the arguments over health but there's nothing we can do in terms of reducing sugar apart from replacing it with artificial sweeteners, and we wouldn't do that," says marketing director Will Ghali.

An equally important trend is the benefits that have been added to many juices and smoothies, including vitamins, fibre, calcium, omega-3 and soya. Global fruit fields are also being scoured for the latest berries to create 'superfruit' drinks.

Rob Spencer, marketing and business development director at Gerber Juice Company, says manufacturers are increasingly looking to fortify their juice drinks with added health ingredients.

"This is leading to a blurring of boundaries as manufacturers seek to combine the benefits of juice with other soft drinks segments such as milk, dairy, soya and water," he says. "This means fruit juice becomes a base driver for healthy, natural and exciting flavours."

Juice and juice drinks are definitely

reaching far beyond the breakfast table -

and the bubble could be about to burst for

fizzy drinks.n

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Features SPRING CLEAN YOUR LIFE INSIDE AND OUT

BY ALICE HART-DAVIS
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THE WARM WEATHER HAS ARRIVED EARLY - AND THERE'S NO BETTER TIME TO GET YOURSELF IN SHAPE. ALICE HART- DAVIS OFFERS 25 ZESTY WAYS TO CAST OFF THOSE WINTER BLUES

Don't go to the gym

Get outside in the fresh air and go for a run to make the most of the lighter mornings and longer evenings. Have a Run with a View with a personal trainer from www.moveyourbutt.com. You will be taken out on the most picturesque route in your area for a serious cardio workout plus inspiring scenery. £50 per hour; to book, visit the website or call 0700 340 1378.

Tone up your flab

Learn about healthy living, healthy eating and healthy cooking at Lean for Life, a conference to be held in London on 21 April. Speakers include Dr Paula Baillie-Hamilton, the author of several books on the effect of synthetic chemical toxins in our lives, and Dr Robert Verkerk, one of the founders of the Alliance for Natural Health. Tickets cost £120; call 01334 470 954 or visit www.leanforlife.org.uk to book.

Brighten that sallow complexion

Use a Transformulas Ice Mask, a home treatment which gives you a glow like you'd get after a bracing walk along a beach. 'Liquid ice' is poured onto a this rayon mask making it extremely cold. Its ingredients hydrate the skin and stimulate collagen growth, but the mask itself is very simple to use. £49.95 for six, from www.transformulas.com or 0800 161 3166.

Start springing about

Or at least rebounding. Yes, on one of those small trampolines. It's actually extremely good exercise, is easy on your joints and is great for activating a sluggish lymphatic system (the bouncing action assists lymph circulation). It will also help tone your core muscles while boosting your heart rate. Prices start with the £24.99 RbK mini trampoline at Argos and go up to £79.99 from brand-leaders Supertramp www.Supertramp.co.uk.

Kick-start a healthy eating regime

Make an effort to drink more smoothies; they're the easiest way of upping your fruit and vegetable intake. Try the new Detox smoothies and Breakfast Thickies from Innocent (£1.75 for a 200ml bottle), or visit Crussh juice bars to have a fresh smoothie (such as the Berry Blaster with raspberries, blueberries and frozen yoghurt, from £2.75) made up while you walt. There are a dozen of these bars across London (see www.crussh.co.uk for locations).

Go green in the kitchen

Turn over a new leaf and switch your household cleaning products for naturally derived, non-toxic, biodegradeable ones from Method. The cucumber-scented all-purpose cleaner costs £4 at branches of John Lewis.

De-stress your face

Try Rejuvanessence, a gentle, face-relaxing treatment which removes strain from facial muscles and thus reduces wrinkles entirely naturally. Caroline Josling is the best practitioner and also trains therapists in the technique; catch her in Battersea (020 7223 0767; www.carolinejosling.com) or at the Life Centre in Notting Hill (020 7221 4602), from £80 a session.

Dump negative or painful memories

Do this by learning a simple but effective technique called EmoTrance. In essence, when the bad memory or thought surfaces, you hold onto it, while encouraging your mind to let the painful feelings that it provokes 'soften and flow' and thus disperse. For more information, visit www. emotrance.co.uk or cail 01323 729 666.

Brighten your yoga practice

Lighten up any yoga session with a tongue-in-cheek mat from Plank (with digital images printed on them, such as a half-eaten muffin). The eco-friendly mat costs £52 and will be available later this month when the inspirational healthy-living website, www.glowgetter.co.uk, launches.

Go to work on an 'egg'

Look your best while you improve your health by learning the easy way to apply flawless foundation, with a 'beauty blender'. This is an egg-shaped sponge you use with a bouncing motion to dab foundation into place. Celebrity fans include Beyonce, Gwen Stefani and Oprah. Exclusively available at Selfridges (08708 377 377; www.selfridges.com), priced £24, which includes a jar of a special cleanser.

Help your digestion

Eating more raw food will boost your intake of vitamins and minerals. Karen Knowler (www.therawfood.coach.com), co-author of Feel-Good Food: A Guide to Intuitive Eating (The Women's Press, £8.99), recommends starting the day with as much fruit as you want for breakfast, then making sure that at lunch and supper, half your plateful of food consists of fresh, raw ingredients such as salad, vegetables, beansprouts, nuts and seeds.

Find new inspiration

Visit the Vitality show at Olympia (29 March-1 April) where 400 companies are offering their newest ideas on health, beauty and wellbeing. Jemma Kidd is doing make-up demonstrations and Wendy Lewis is speaking about cosmetic surgery and treatments. Tickets are £13 if booked in advance (£16 on the door); for details, call 0870 220 4545 or visit www.thevitalityshow.co.uk.

Stretch yourself

Stretching clears the mind, calms the body, eases out the niggling tight bits and is every bit as important as working out muscles in the first place. Find a stretch class at your local gym or buy a DVD of Method Putkisto, the ultimate deep-stretching technique, (The Body Lean and Lifted, £19.95; to order call 020 8878 7384 or visit www.methodputkisto.com).

Change your hair colour

'As the days get lighter and brighter we want our hair to reflect this change,' says top hair colourist Lisa Shepherd. 'Brunettes can have a few strands of a soft caramet around the face for an instant sunkissed look. Blondes can be brighter and bolder at this time of year, so add in some extra creamy blonde at the front, which looks great against summer skin '

Take a short course of Daoyin Tao

This is a form of acupressure done on the face by Rosanna Bickerton (www.handsonfeet.com). Far from being a 'facial', this powerful treatment has proved helpful in conditions as varied as eczema, migraine and bulimia. £90 at The Brompton Cross Clinic, 13 Crescent Place, SW3 (020 7052 0070).

Discover a new scent

Take the expert approach to finding a new fragrance <\<>- go for a consultation at Roja Dove's Haute Parfumerie at Harrods (from £50; to book, call 020 7893 8797) or, from April, visit the newly revamped perfume department at Fortnum & Mason where experts can guide you towards new choices.

WATCH the birds

It will clear your mind, distract you from your worries and brighten up your day: To find out more about which birds you're watching, investigate www.rspb.org.uk.

Improve your health knowledge

Sign up (for free) to a healthy-living newsletter which contains a wealth of useful information about everything from common ailments and traditional remedies to the latest scientific breakthroughs and is delivered straight to your inbox. The author, Ray Collins, takes a down-to-earth approach to health and

does all the research so you don't have to. www.goodlifeletter .. co.uk

Book a holiday with a difference

Go on the new Spa-fari from Wellbeing Escapes, which combines the excitement of a safari tour with the indulgence of a spa retreat. In Kenya, visit the Shaanti Spa at Diani for three days, followed by a four-day safari in a luxury tented camp in Tsavo East, Kenya's largest National Park. From £1,900 per person, call 0845 602 6202 or visit www.wellbeingescapes.co.uk.

Sleep soundly

Improve your 'sleep hygiene'; that is, your sleeping habits, to give yourself more energy. Rather than having a lie-in at weekends, try to go to bed and get up at the same times each day. <<>And if you always feel tired when you wake up, put your light out 10 minutes earlier each night until you find that you are getting enough sleep.

Have your make-up CusTom-made

Get a lipstick or an eyeshadow or a foundation, made up to your own precise specifications at the new ColorLab counter in Selfridges (ground floor, in the Living Beauty section near the fountain pens). As well as ending up with exactly what you want (to match an outfit, say, or a favourite, discontinued old lipstick), the whole process is immense fun, and takes about 15 minutes.

Get more out of exercise

Improve the way you carry out your workouts. Start to consider exercise as an art rather than simply pushing through the pain, say Alexander Technique teacher Malcolm Balk and writer Andrew Shields, co-authors of a new book on the topic (Master the Art of Working Out, Collins & Brown, £12.99) and you will become filter and more balanced, with better posture, too.

Indulge in a spot of Floracologie

Try a new range of bath products and body moisturisers that combine the fragrance - and benefits - of aromatherapy with the traditional powers of Bach Flower Remedies. Bed of Roses bath soak and body cream, £5 each, at larger branches of Sainsbury.

Do away with spots

Get your facial blemishes under control with TX Acne 1.2.3, the new skincare regime from Beverly Hills skin specialists Leaf & Rusher. This three-step programme includes a foaming cleanser (£20), Acne Serum Tx (£30) and a super-effective Acne Spot Tx (£20). The products arrive in SpaceNK in May; if you want to make sure of getting them first, you can put your name on the waiting list (020 8740 2085).

Step into a new regime

Learn the Pilates exercises that you can do while wearing your MBT (Masai Barefoot Technology) trainers. Wearing MBTs perfectly complements my Pilates training, says Pilates guru Lynne Robinson, who has devised the moves. 'They reinforce awareness of good posture and help strengthen key muscles.' Find a free illustrated guide to the exercises at MBT suppliers (to find your nearest, visit www.swissmasai.co.uk or call 020 7684 4633).

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Features
BERRIED TREASURE; CHARLES CAMPION FOOD SPY; NEW CONTENDERS ARE VYING TO BECOME THIS YEAR'S FRUITY SUPERFOODS

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THIS time of year is when we most need superfoods, something to bolster those easily made (and just as easily broken) resolutions. This year the contenders are goji berries, acai berries, acerola cherries, and making a comeback, rare honey.

Goji berries originated in China and Tibet, where they are sometimes known as wolfberries. They have strong anti-oxidant properties, are laden with carotenoids and can contain far more vitamin C than oranges and significant amounts of vitamin B1, vitamin B2, vitamin B6 and vitamin E.

Acai berries come from Brazil. They, too, have established a reputation as cancer-fighters, having twice the antioxidants of blueberries and have a celebrity following including Oprah Winfrey and AndrÉ Agassi.

The acerola cherry is also from Brazil and as well as containing large amounts of vitamin C it contains vital minerals such as magnesium and potassium.

Honey has always been a health food, but recent studies have shown that Manuka honey (honey from countries such as New Zealand where the bees can feed on tea tree blossom) has healing properties, and that taking small amounts of honey mixed with bee pollen to build up resistance can give some sufferers relief from hay fever.

The simplest way to get a daily dose of these superfoods is to visit one of the many juice bars that feature smoothies or juices made on the spot. At **Crussh** you can add any or all of a large range of boosters to your morning juice — ginseng, ginger, spirulina (a bluegreen algae), guarana, bee pollen, aloe vera, goji, acai or wheatgerm. It's also worth looking out for juices from the Berry Company — these are made in collaboration with Heart Research UK, the goji with passion fruit is very rich and pleasantly tart, while the acai with raspberry is a rather sweeter.

For rare and medicinal honeys it is hard to beat a trip to the Hive honey shop. Thankfully none of these "superfoods" (with the possible exception of neat wheatgrass juice) tastes unpleasant, so for once you can enjoy fulfilling those healthy resolutions.

Crussh bars are open across

London,

Crussh Canary Wharf, Tower Concourse

Level, One Canada

Sq, E14 (020 7513

0076); 27

Kensington High Street, W8 (020 7376 9786).

Some branches of Waitrose stock the Berry Company juices "Goji with passion fruit" and "Acai with raspberry". 1 litre £3.30. www.theberrycompany.co.uk

Hive Honey Shop, 93 Northcote Road, SW11 (020 7924 6233) www.lhehivehoneyshop.co.uk. New Zealand Manuka Honey £10,95 227g. Honey, Pollen and Royal Jelly £8.50 113g.

Pure California, 39 Beak Street, W1 (08456

019141) goji power smoothie or energy elixir with acai - three sizes £3.85; £4.50; £5.50.

Fresh & Wild, 69-75 Brewer Street, W1 (020 7434 3719). Acai smoothie £4; acerola smoothie £4, acerola cherry juice £3.89 330ml.

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Deals.

1,984 words 8 December 2006 Property Week 134 English

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OFFICE

Bracknell

Berkshire

1 Arlington Square

BenQ-Siemens has taken 6,500 sq ft (604 sq m) of office space on a 10-year lease from a private landlord at a rent of around £21.50/sq ft (£231.43/sq m).

Agent: Lambert Smith Hampton, 0118 9598 855 (BenQ-Siemens).

Edinburgh

71 Hanover Street

The Driver Group has bought 2,282

sq ft (212 sq m) of office space for owner-occupation from a private vendor for a sum in the region of £725,000.

Agent: King Sturge, 0131 225 4221 (the Driver Group).

London EC1

Fleet House

57-61 Clerkenwell Road

Nicholas Grimshaw has taken 20,000 sq ft (1,858 sq m) of office space on a 10-year lease from Pixelpark at a rent of around £20/sq ft (£215.28/sq m).

Agent: EA Shaw, 020 7240 2255 (Pixelpark).

London W1

Third floor

64 Baker Street

Genpact has taken 1,634 sq ft (152 sq m) of office accommodation on a five-year lease from the Portman Estate at a rent of £33.42/sq ft (£359.73/sq m).

Agents: Godfrey Vaughan, 020 7659 4949, DTZ (the Portman Estate); CB Richard Ellis, 020 7399 9600 (Genpact).

London W1

40-44 Newman Street

Alias Smith & Singh has taken 1,101 sq ft (102 sq m) of office accommodation on a five-year lease from Resolution Asset Management at a rent in the region of £16.17/sq ft (£174.05/sq m).

Agent: Kinney Green, 020 7647 8966 (Resolution Asset Management).

London W1

Ground floor

9 Upper Berkeley Street

Marcol Group has taken 399 sq ft (37 sq m) of office accommodation on a five-year lease from the Portman Estate at a rent of £27.57/sq ft (£296.76/sq m).

Agents: Godfrey Vaughan, 020 7659 4949, DTZ 020 7408 1161 (the Portman Estate).

London WC2

Second floor

40 St Martins Lane

HH & Co has taken 400 sq ft (37 sq m) of office accommodation on a five-year lease from Legal & General Pension Fund at a rent of around £36.25/sq ft (£390.20/sq m).

Agent: EA Shaw, 020 7240 2255 (Legal & General Pension Fund).

London W1

Medius House

63-69 New Oxford Street

Mobile Streams has taken a total of 2,410 sq ft (224

sq m) of office accommodation on a six-year lease from Mars Pension Trustees at a rent of around £21/sq ft (£226.05/sq m).

Agents: Thomas Davidson, 020 7734 3443 (Mars Pension Trustees); Kinney Green, 020 7647 8966 (Mobile Streams).

London W1

Second and third floors

151 Wardour Street

Digital Classics has taken 8,035 sq ft (746 sq m) of office accommodation on a 10-year lease from Moorevale at a rent of around £41.44/sq ft (£446.06/sq m).

Agents: EA Shaw, 020 7240 2255, Godfrey Vaughan, 020 7659 4949 (Moorevale); Devono, 020 7409 0024 (Digital Classics).

London WC2

22 Henrietta Street

Maxwells Restaurants has taken 5,339 sq ft (496 sq m) of office space on a six-year lease from NERC at £23.41/sq ft (£251.99/sq m).

Agent: EA Shaw, 020 7240 2255 (NERC).

London WC2

Third floor

20 York Buildings

CIL has taken 1,175 sq ft (109 sq m) of office space on a five-year lease from Grosvenor Securities at a rent of £38.50/sq ft (£414.41/sq m).

Agents: EA Shaw, 020 7240 2255 (Grosvenor Securities); Kinney Green, 020 7643 1500 (CIL).

Morganstown Glamorgan 8 Ty-Nant Court Ball & Co has bought 3,100 sq ft (288 sq m) for owner-occupation from Zonner Industries for £490,000. Agent: Emanuel Jones, 029 2081 1581 (Zonner Industries). **INDUSTRIAL** Abingdon Oxfordshire 1-2 Ashville Trading Estate Suffolk Way Unique Distribution has taken 10,657 sq ft (990 sq m) on a one-year lease from Debenhams at a rent of £72.35/sq ft (£778.78/sq m). Agents: Lambert Smith Hampton 01865 200244 (Debenhams); VSL & Partners 01865 848488 (Unique Distribution). Aylesford Kent New Hythe Lane Whirlpool has taken 246,485 sq ft (22,898 sq m) on a 10-year lease from the Meteor Partnership at a rent of £6.50/sq ft (£69.97/sq m). Agents: Edwin Hill, 01322 285588, CB Richard Ellis, 020 7182 2000, King Sturge, 020 7796 5454 (the Meteor Partnership); Jones Lang LaSalle, 020 7493 6040 (Whirlpool). **Bicester** Oxfordshire 3 Talisman Business Centre Load Master has taken 11,817 sq ft (1,098 sq m) on a 10-year lease from Legal & General at a rent of £5/sq ft (£53.82/sq m). Agent: Lambert Smith Hampton, 01865 200 244 (Legal & General). Cambridge Cambridgeshire Platinum Building St John's Innovation Park

Telstra Europe has taken 18,770 sq ft (1,744 sq m) on a 10-year lease from Cadence Designs Systems at a rent of £15.75/sq ft (£169.53/sq m).

Agent: LSM Partners, 01708 469054 (Telstra Europe).

Glasgow

Milnpark Trading Estate

Kinning Park

Brighthouse has taken 1,700 sq ft (158 sq m) on a five-year lease from Industrial Property Investment Fund at £5.25/sq ft (£56.51/sq m).

Agents: King Sturge, 0141 204 2221, FG Burnett, 0141 249 6620 (Industrial Property).

London NW10

Park Royal

Unit 4

The Chase Centre

Chase Road

Luxottica Group has taken 3,757 sq ft (349 sq m) of industrial space on a 10-year lease from Stanhope Pension Trust at a rent of £10.25/sq ft (£110.33/sq m).

Agents: Mills & Wood, 020 7499 0934, Edwin Hill, 01753 689000 (Stanhope Pension Trust).

RETAIL

Barnstaple

Devon

Green Lanes Shopping Centre

Card Factory has taken 1,476 sq ft (137 sq m) of retail space on a 10-year lease from Eagle Trustees at a rent of £35.91/sq ft (£386.54/sq m).

Agents: Savills, 0117 910 2218 (Eagle Trustees); Fawley Watson Booth, 0113 234 7900 (Card Factory).

Brighton

East Sussex

27 Trafalgar Street

Mr M Shaghaghi has taken 334 sq ft (31 sq m) of retail accommodation on a three-year lease from Mr D McGladdery at a rent of £23.95/sq ft (£257.80/sq m).

Agent: Flude Commercial, 01273 727070 (Mr D McGladdery).

Chester

Cheshire

9 Newgate Row

Hutchison 3G has taken 907 sq ft (84 sq m) of retail accommodation on a 15-year lease from a private landlord at a rent of £126.79/sq ft (£1,364.77/sq m).

Agents: Tushingham Moore, 0161 833 1197, (private landlord); Michael Peddar & Co, 020 7491 3314 (Hutchison 3G).

Derby

Derbyshire

The Eagle Centre

Hutchison 3G has taken 1,158 sq ft (108 sq m) of retail space on a 10-year lease from Westfield at a rent in the region of £86.36/sq ft (£929.58/sq m).

Agents: CB Richard Ellis, 0121 609 7666 (Westfield); Michael Peddar & Co, 020 7491 3314 (Hutchison

3G).

Glasgow

Unit 12

Rutherglen Shopping Centre

Select Clothing has taken 1,900 sq ft (177 sq m) of retail space on a 10-year lease from Catalyst Six Retail at a rent of £21.05/sq ft (£226.58/sq m).

Agents: McParlane & Co, 0141 552 3452 (Catalyst Six Retail); Cushman & Wakefield, 0141 248 1234 (Select Clothing).

Llanelli

Carmarthenshire

Trostre Retail Park

Sally Hair & Beauty Products has taken 2,929 sq ft (272 sq m) of retail space on a 10-year lease from DF & AM Bevan at a rent of £10.58/sq ft (£113.88/sq m).

Agent: Lambert Smith Hampton, 01792 702 800 (DF & AM Bevan).

London EC4

7 Paternoster Row

Paternoster Square

Dollond & Aitchison has taken 2,166 sq ft (201 sq m) on a 15-year lease from Legal & General at a rent of £46.17/sq ft (£496.97/sq m).

Agents: Cushman & Wakefield, 020 7491 9791 (Legal & General); Churston Heard, 020 7318 7815 (Dollond & Aitchison).

London WC2

11 Strand

Crussh has taken 794 sq ft (74 sq m) on a 10-year lease from Orchard Street investments at a rent of £54.16/sq ft (£582.97/sq m).

Agents: Thomas Davidson, 020 7734 3443 (Orchard Street Investments); Twentyretail, 020 7198 8888 (Crussh).

Maidenhead

Berkshire

Queens Walk

Nicholson Shopping Centre

Acuherbs has taken 338 sq ft (31 sq m) of retail space on a 10-year lease from Boultbee at a rent of £79.88/sq ft (£858.83/sq m).

Agent: Churston Heard, 020 7318 7863 (Boultbee).

Romford

Essex

13 South Street

Oggy Oggy Pasty Company has taken 1,377 sq ft (128 sq m) on a seven-year lease from O2 at a rent of

£33,77/sq ft (£363,50/sq m). Agents: Churston Heard, 020 7318 7844 (O2); Taylor Son & Creber, 01752 202035 (Oggy Oggy Pasty Company). Swansea West Glamorgan 119 Woodfield Street Morriston Family Housing Association (Wales) has taken 1,153 sq ft (107 sq m) on a six-year lease from a private landlord at a rent of £9.11/sq ft (£98.06/sq m). Agent: Lambert Smith Hampton, 01792 702800 (private landlord). **LEISURE** Bath Somerset The Kennard Hotel 11 Henrietta Street Giovanni and Mary Baiano have bought the Kennard Hotel in Bath from a private vendor for a sum in the region of £950,000. Agent: Colliers Robert Barry, 01285 852852 (private vendor). Lowestoft Norfolk The Abbe House Hotel 322 London Road South Sheila and Richard Lawson have bought the Abbe House Hotel from Mike and Patricia Hudson for an undisclosed sum in the region of £189,000. Agent: Christie & Co, 01473 256 588 (Mike and Patricia Hudson). Stonechurch Buckinghamshire The Royal Oak Church Street

A private investor has bought the Royal Oak in Stonechurch from Helen De'Ath for a sum in the region of £395,000.

Agent: Fleurets, 020 7280 4700 (Helen De'Ath).

Torquay

Devon

Wilsons Hotel

63 Babbacombe Downs Road

Hall & Woodhouse has bought Wilsons Hotel from Rod and Laura Ivey for £1.1m.

Agent: Christie & Co, 01392 285600 (Rod and Laura Ivey).

INVESTMENT

Aberdare

Rhondda Cynon Taff

56-57 Cardiff Road

A private investor has bought 8,405 sq ft (781 sq m) of retail space from Poundstretcher Property for £630,000. The deal represents a yield of 6%.

Agents: Cooke & Arkwright, 029 2034 6346 (private investor); Hague Nichols, 0114 279 5010, Savills, 020 7226 1313 (Poundstretcher Property).

Glasgow

292 St Vincent Street

CCLA Investment Management has bought 16,120 sq ft (1,498 sq m) of office space from Kilmartin Property Group for £4.05m, reflecting a net initial yield of 6.07%.

Agents: Winton Faith, 0141 332 6392 (CCLA Investment Management); King Sturge, 01475 522901 (Kilmartin Property Group).

DEAL OF THE WEEK - A TURN OF FRASER

House of Fraser has bought the heritable interest on its department store at 21-31 Buchanan Street, Glasgow, from Legal & General Assurance Society for £9m. The 164,000 sq ft (15,236 sq m) store was previously held on a lease from Legal & General until 2051 at an annual rent of £23,175 with no further rent reviews.

Agents: Gerald Eve, 0141 221 6397, Maclay Murray & Spens, 0141 248 5011 (House of Fraser); Jones Lang LaSalle, 0141 248 6040, Dundas & Wilson, 0141 222 2200 (Legal & General Assurance Society).

DEAL WITH A DIFFERENCE - HALL SHAPES AND SIZES

Recruitment consultancy Denholm Associates has taken 3,280 sq ft (304,719 sq m) of office space at the Old Assembly Hall in Leith on a five-year lease from the Uffizi Partnership at £16.77/sq ft (£180.51/sq m). The hall was built in 1783, and was recently refurbished by the owners.

Agents: Eric Young & Co, 0131 226 2641 (Denholm Associates); Jones Lang LaSalle, 0131 473 6723 (Uffizi Partnership).

Document CSYR000020061213e2c80003e



Guardian Office Hours Pages

Office Hours: Canteen culture: Get your vits in liquid form by glugging a fruit smoothle. But which to choose?

446 words
6 November 2006
The Guardian
3
English
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The cold snap is upon us and it's time to fend off the inevitable viruses. The best thing would be to chomp your way through a veritable orchard of apples (English, of course) - but if you have trouble getting enough fruit down your gullet, a smoothie can be a useful fruit topup. But which one? We've tested a range of drinks all incorporating wonderfood mango - although not always to the best effect.

Innocent orange, carrot and mango

pounds 1.85

The carrot, orange and mango marry surprisingly well, and the banana, which provides the backbone of many smoothies, does not dominate. The tang of the orange and the body of the carrot creates balance, though overall the smoothie could be a little less sweet.

3/5

Crussh Juice Bar mango madness

pounds 2.50

Pale yellow, quite glutinous and with no aroma of mango or any other fruit - but it tastes freshly blended with an appealing mango taste plus hints of orange and pineapple. But the thickness of the drink means that, although it is tasty, it isn't refreshing and left me still thirsty.

4/5

Boots Delicious mango, pineapple and passion fruit

pounds 1.49

Egg-yolk yellow in colour, it's difficult at first to believe there is anything but mango in this. Sadly, a sip or two confirms that the pineapple and passion fruit get the rough end of this combo. The mango may be rich in vitamins, minerals, anti-oxidants and enzymes with stomach-soothing properties, but there's too much of a good thing here.

2/5

PJs Smoothies orange, mango and passion fruit

pounds 1.49

It looks like mango juice, it tastes like mango juice but I'm reliably informed that this smoothie also contains orange and passion fruit. Not enough, I say, because the mango flavour is too dominant. That aside, the drink has a pleasing consistency - it's not a roughle - and a reasonable tang. But I prefer grapefuit with orange and it would be nice to know what passion fruit tastes like.

2/5

Pret a Manger mango smoothie

pounds 1.95

Good grief! This is like drinking a thick soup - so viscous that you could call it mange coulis (I spent 15 minutes waiting for them to bring the cake to go with it). On the staying-well front, it is packed full of

fruity goodness and the banana base doesn't taste too strong either. On the not-a-good-buy front, it gave me indigestion.

2/5

Document GRDN000020061106e2b600074



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guardian

Guardian Financial Pages
Financial: The Jane Martinson interview: James Learmond: The juice bar founder who wouldn't be crushed: Despite plum connections such as David Cameron, the entrepreneur says he endured years of 'total pain'

Jane Martinson 1,729 words 29 September 2006 The Guardian English © Copyright 2006. The Guardian. All rights reserved.

James Learmond bought a proper briefcase when he started at senior school, prompting one fellow pupil to dub him "the businessman". Learmond went on to open Crussh, the juice bar chain, while the schoolfriend, David Cameron, went on to run the Tory party. Which is probably what happens when your

When we meet in one of his central London juice bars, Learmond, tall and larger than your average wheatgrass drinker, is wearing a navy suit with regulatory silk pocket handkerchief, open-necked shirt and monogrammed cufflinks. He looks every inch the Old Etonian City gent he was before he founded

A few months older than Cameron, at 40, he pedals around London on a folding bike and shares an air of cheery bonhomie and vague ambition with the wannabe prime minister. "I wasn't that interested in business until the day I started work," he says cheerfully. "I wanted to do something that was going to make a difference and be more exciting. An entrepreneurial-type thing."

He can seem a bit like Lord Percy, Blackadder's sidekick, but his optimism is helped by the fact that after eight years his business finally seems to be bearing fruit - excuse the pun.

"We've really got to critical mass this year, " he says. "It just seems to have a momentum. We're going to open six stores this year. It's started to make proper real sense." He is boundlessly enthusiastic after what he admits have been eight tough years. "The real vision is to make Crussh a global business and i

This week, Crussh opened its 15th orange-and-green juice bar in central London, selling organic salads, porridge and smoothies with names like Green Goddess and Love Juice. Learmond, who owns 40% of the company, plans another two bars by the end of this year as well as his first overseas franchise. Further ahead, there are plans for Crussh bars in other big cities, airports and railway stations as well as a possible venture into bottled smoothies.

Two financial institutions have approached the former commercial property developer with a view to taking a stake in Crussh, which is expected to make a profit of about pounds 500,000 on sales of pounds 5m by the end of March. Innocent, the bottled smoothie rival, predicts a market for healthy juices of as much as pounds 170m by 2007, although such predictions have proven over-optimistic in the past.

The improvement is largely due to the increased interest in healthier food, for which Learmond praises TV celebrities such as Jamie Oliver. "People are really changing their attitudes to food and that's why things are getting better."

Coffee wars

The increasing interest has attracted competition. Boost Juice, the Australian market leader, has paired up with the duo behind Millie's Cookies and plans to open its first UK outlet this year. The Californian chain Jamba Juice, which has 533 bars in the US, has begun making noises about international expansion. Surely this terrifies the man who wants his own much smaller outfit to become the "Starbucks of the juice world"?

"Does it make me nervous? No," says Learmond. He says the increasing competition can only raise awareness and make the market for healthy foods bigger. "We won't be competing for a little while," he says of Boost. "Then I think we'll both be big enough to survive, in the way that Starbucks and Caffe

In the last few years the fruit squeezers have been crushed by caffeine. The Seattle-based Starbucks opened its first UK cafe in May 1998, around the same time as **Crussh** and a whole host of rivals with names such as Squeeze and Fluid. At the time, newspapers were full of articles heralding juice as the

City's new champagne. There were supposed to be 40 Crussh outlets alone by 2004.

When did it start to go wrong? "Almost immediately," says Learmond, with one of his frequent laughs.

Coffee groups such as Caffe Nero and Starbucks benefited from relatively low raw material costs and some had large corporate parents to snaffle the best sites. The ensuing coffee bar wars pushed up rents and privately owned start-ups such as **Crussh** struggled to get any real estate, let alone prime sites.

"There were quite a lot of juice bars that started up at the same time," says Learmond. "They never got to more than four stores and went under."

In 1998, when Crussh started, it had revenues of pounds 200,000. Starbucks reported revenues of pounds 244m in the UK last year. Juice also suffered from a "niche and hippyish" reputation in the UK.

So how did Learmond survive when so many others failed? "I was very lucky. I was lucky with introductions to people who had money. And we were supported by our shareholders, basically." Ah, his powerful friends? "There's no OE thing," he says, meaning Old Etonian. "People imagine that people help each other out, but there's no fantastic network or anything."

Tim Levene, who sold rival Fresh n' Smooth to Learmond six years ago and remains a shareholder, credits him with tenacity. "I'm surprised he has stuck it out so long, not because he couldn't do it, but it's been such a long, hard slog."

Crussh was started by three men, but Learmond bought out his fellow founders at the end of 1999, "It was very difficult to run a start-up company with three people and it was easier in the end to buy them out," he says. "There was no obvious skill divide."

One of the other founders, James Deen, claimed to have had the idea for the chain while working in the US. "It wasn't specifically James's idea but he was doing the interviews," says Learmond, who himself claims credit for the confusing double "s" in the name - to differentiate the company from another with a similar trademark.

The old schoolfriends - yes, both Jameses were OE - had been introduced over a property deal and had started talking about wanting to do something different, he says. Learmond had been advised by nutritionists to start eating more fruit and veg to clear up some facial eczema. "I was looking to do something as I couldn't get this type of food. You had to have coffee or pizzas or burgers or dodgy sandwiches," he says. His belief that other office workers hankered after a healthier lifestyle kept him going long after Deen had left.

As did his wife, who continued to work as an analyst in the City until very recently. The couple, who live in a Hertfordshire farm, are expecting their third child in as many years in January.

The first five years, as the company haemorrhaged cash, sound grim. Learmond put in pounds 100,000 of his own money and then kept having to go cap in hand to outside investors. His brother owns 20% of Crussh. In 2001, as the economy nosedived, he was forced to go to his bank manager on Pall Mall to

He now pays himself about pounds 50,000 a year and says he has used a lot of his and his wife's savings. He has a lifestyle some would envy, plotting strategy from his home office or the company's Mayfair headquarters, but if any of the two institutions he is talking to came up with an takeover offer, he would obviously be interested.

"My preference would be to sell a further stake in the company and then expand, but we would talk to anybody who came up with the notion of a majority stake as well. Whatever happens, I would like to stay involved. I've come this far, I'd like to retain a stake."

For his 40th birthday, 120 people were served vodka smoothies and peach and passion fruit bellinis at Crussh. David Cameron was among the guests. His friend has only positive things to say about his former schoolmate, that he was terribly clever and terribly interested in politics. "The rest of us just wanted to do enough to pass our A levels. He was really keen on it."

In contrast, the Edinburgh University graduate seems largely apolitical, apart from an increasingly common interest in the environment. His only donations are to Friends of the Earth. "I did actually vote for Tony Blair once," he says. When? "The second one. When was that? 2001?"

But he disagrees with the "wars and stuff" and the "spin thing".

Pushed for a schoolboy anecdote, he later phones to tell me he and Cameron jointly visited an elderly lady living near the school once a week. At 16, the young Dave was "really good" at such flesh-pressing, he admits.

Learmond went to Edinburgh to study economic history and then started work, setting up on his own after a few years at commercial property firm Hillier Parker. Whatever happens to **Crussh**, he wants to stay an entrepreneur.

"I genuinely think it's a good thing to end fast food and, yes, I'd like to earn a lot of money. But I'd like to do other projects and not necessarily do it in the same way as **Crussh**. I don't want to go through that same total pain."

Learmond on Learmond:

Tips for other entrepreneurs? Believe in what you're doing because it's really hard work

Who is a typical Crussh customer? 65% are women - they seem more interested in healthy foods. And anyone with a family What was your lowest point? In 2001, when we were losing a lot of money and had to go to the bank to keep going. I really thought it was all over

And the best? When we finally started to make money two years later What are your strengths and weaknesses?

Single-mindedness is a strength. I'm not very good at the operational day-to-day stuff. I'm more bigger picture

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Guardian Financial Pages Coffee wars

1,121 words
29 September 2006
The Guardian
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English
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Guardian Financial Pages

The Jane Martinson interview: James Learmond The juice bar founder who wouldn't be crushed: Despite plum connections such as David Cameron, the entrepreneur says he endured years of 'total pain'

495 words
29 September 2006
The Guardian
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English
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SO how toš.

? 137 words 3 August 2006 Caterer & Hotelkeeper 12 English

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Beat the heat with a fresh fruit smoothie

Fruits grown in hot regions are great for their cooling effects - and there's nothing simpler than blending a few of them together with ice for a real thirst-quencher.

Watermelon Crussh cooler

Cut a fresh slice from the biggest watermelon you can find. Run a knife under the flesh to remove the skin, and chop the flesh into big cubes.

Deseed and put into a blender with eight to 10 ice cubes, four fresh mint leaves and a good squeeze of lime.

Blend it all together until the ice is well crushed, and serve in a tall glass with a long straw.

Dress up with a mini slice of melon or mint leaf - summertime bliss!

From Crussh juice and smoothie bars

NF_how_to.bt

Document CATHOT0020060803e28300011



Features
A FRISKY FRUIT WITH MUCH TO SAVOUR

BY CHARLES CAMPION
465 words
26 July 2006
The Evening Standard
32
English
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FOOD SPY

LET'S face it, raspberries are the sluts of the fruit world. Raspberries will kick up their heels and have a fling with just about anything in the orchard, from the blackberry to one of their closer cousins.

As a result, there are now all manner of almostraspberries claiming to be larger, juicer and more colourful than the traditional pink variety. These days they come in a dazzling spectrum of white, yellow, orange, pink, red, purple and black.

Some authorities think the name raspberry came about because, unlike the smooth blackberry, this hairy berry "rasps" on the way down. But despite its hair problem, the raspberry is wildly promiscuous and has given rise to a host of crosses like the loganberry (named after the 19th century Californian Judge Logan); the tayberry (named after a Scottish river); the tummelberry (another Scottish river); the boysenberry (a New Zealander) and the youngberry (Mr Young's berry).

At the Rivington, in Hoxton, they opt for loganberries or tayberries when they are available — largely because they are bigger than ordinary raspberries. They serve them with a trickle of East End honey from a London beekeeper and some delicate goat's curd cheese.

But it is debatable whether these larger, fleshier versions are a huge improvement on the raspberry. The beauty of the original fruit is a sharpness that gives them far more sophistication than the sweeter, blowsier strawberry. These breeding programmes all seem to be aimed at bringing raspberries and strawberries closer together — at Selfridges, a Dutch hybrid called the "strasberry" has just been introduced.

One of the best ways to capitalise on the raspberry's extraordinary fruitiness is to make raspberry vinegar. Fill two-thirds of a preserving jar with raspberries and top it up with good-quality white wine vinegar and a tablespoon of sugar. Seal the top and shake it whenever you get the chance over the next three months. You will then have a taste of summer to brighten winter dressings and sauces.

For a more immediate self-indulgence, take a punnet of raspberries, put them in a bowl with a shake of caster sugar and two measures of Framboise liqueur, cover and marinate in the fridge overnight. Next day, fold the fruit and juices into thick Greek yoghurt and serve.

i The Rivington, 28-30 Rivington Street, EC2 (020 7729 7053).

7 Crussh, 30 Rathbone Place, W1 (020 7636 9808). Try the Berry Blast, a smoothie made with raspberries, medium £2.50, large £3.70.

ï Fortnum & Mason, 181 Piccadilly, W1 (020 7734 8040). Raspberries £3.50 per 125g punnet.

ï Selfridges, 400 Oxford Street, W1 (020 7629 1234). Raspberries £4.95 per 125g punnet, strasberry £7.95 per 125g punnet.

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Boost Juice is set to become one of Australia's most successful export stories with the signing of a UK franchise agreement.

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Boost Juice is to open franchises in the UK in 2006. The Australian juice chain's first British outlets will be in Manchester and London. Outlets are also being developed in Singapore, Kuwait and South Korea. The six-year-old company has over 170 Australian stores and an annual turnover of roughly \$A100 million. Janine Allis, the head of the chain, reports that 250 franchise inquiries are received every fortnight. Boost will compete with **Crussh** Juice Bars in the burgeoning UK juice market

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News Beware the smoothie

Severin Carrell 1,017 words 2 July 2006 Independent On Sunday 14 English

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Special investigation: Diet Ful of fruit-but they may be bad for you They are one of the food industry's biggest selers and consumers see them as a healthy option. They should think again. Severin Carrell reports

Smoothies are the latest super-food, the lifestyle choice for Britain's increasingly health-conscious cons. They are vitamin, low in fat and "bursting with odness. Allegedly.

Britons are spending more than 100m a year on smoothies. But now health experts are warning that the smoothies revolution s gone too far. Some of the it-packed drinks are also packed with sugar, calories and hi le most people wrongly believe that every smoothie is just as good as eating a fresh or unpeeling a ripe banana.

That, said Dr Frankie Phillips, from he British Dietetic Association, is not the case. "Juicing involves the removal of fibre and this moves some of the nutrients at would be found in a whole fruit or vegetable," said Dr lips. "There is likely to be a ore concentrated level of naturally present in the fruit, and if a juice is sipped over a long period of time, the fruit hi which is quite acidic, can damage dental enamel. In addition, some smoothies are very high in calories, with added whole-milk yoghurt, and even peanut butter and chocolate."

In the United States, a rapidly expanding smoothies firm called Jamba Juice, which says it wants to open stores in the UK, is selling a "power" drink that makes nutritionists go pale. The company sells the Peanut Butter Moo'd. Its super-sized version, which is 890ml in size, packs 169g of sugar and 1,170 calorles.

Many smoothie drinks now on sale in the UK have sugar levels higher than the Food Standards Agency's healthy limit of 10g of sugar per 100g. There are other unseen problems with smoothies: as soon as a fruit is processed, its vitamins and nutrients start to lose their potency. And many smoothies are made from concentrate, not fresh fruit.

Even so, nutritionists agree that smoothies are a better alternative to Coke or Fanta. But a debate is now raging within Whitehall about whether these drinks are what they claim to be: a contribution towards the five portions of fresh fruit and vegetables that Britons are being officially urged to eat each day.

This argument goes to the heart of the Government's campaign to combat the UK's rising obesity rates and end our love affair with ready meals by persuading us to eat a wide range of fruit and vegetables to get our "fiveaday". Two of Britain's most popular smoothie companies, Innocent and PJs, claim their drinks can playa significant role in helping to hit that target - a claim that health ministers have rejected, until now.

An Independenton Sunday investigation has found they have lobbied the Food Standards Agency, the official adviser on healthy eating, to revise the Government's guidelines on what kind of food and drinks are good enough to help to make "five a day". Health ministers insist that smoothies can make only one of those five daily portions because - unlike freshly prepared fruit and vegetables, they usually contain less fibre, fewer nutrients and do not help people to have a varied diet.

A Department of Health official told the IoS: "We state that fruit or vegetable juice and fruit smoothies count only as one portion regardless of how much over 150ml is consumed or how many fruits are blended

or juiced. This is because the process results in an end product with very little fibre, compared with the raw ingredient. This is more the case with juice where the skin, peel and pith are removed entirely.

"Variety is one of the key elements' we encourage people to eat at least five different types each day in a range of forms, but to not rely too heavily on blended or juiced products."

But the FSA is now telling ministers at the Department of Health that these firms are right to claim that some smoothies are so rich in fruit that drinking one standard 250ml bottle is enough to make up two of those "fiveaday". Richard Reed, a co-founder of innocent, is adamant that his products satisfy the Government's criteria for supplying two of the "fiveaday". He said: "Ours is the only brand which his 100per cent fruit. Wedon't take anything out and don't put anything in."

The FSA, he added, "had signaled very clearly to us that they're going to change the advice to two portions when the smoothie contains two entire portions in their natural state".

This is not just a technical argument about labelling. If they win this argument, their sales - already the fastest growing in the entire soft drinks market - will boom. The smoothie bar chain **Crussh** opened its 14th

store in London this month. Both Innocent and PJs market their drinks by claiming they give two portions a day, and PJs are even using their own "fiveaday" label on their bottles - something which the experts and Government believe makes the confusion for consumers greater.

But even smoothie makers concede their drinks have a limited role. Chris Fung, managing director of Crussh, said: "Everything in moderation. If you had 10smoothiesadaythenitwouldn'tbethatgoodforyou, the same as if you had 10 of anything per day. A lot depends on what you are substituting the smoothie for "

Dr Frankie Phillips said that smoothies were a "grey area". "At the moment, there are a variety of ways that the portions of fruit and vegcounting to wards the 'five a day' are labelled on smoothie bottles. This can then lead to confusion."

Ministers are planning to publish new advice on how processed foods meet the "five a day" criteria. They are likely to give the highest-quality smoothies the right to claim they give two of those five portions - but only if they can prove to be entirely made from several different types of crushed fruit.

Additional reporting by Hannah Crown and Louisa Dennison

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Features Smooth operators set to Crussh the competition

By lan Herbert
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It is a High Street battle which will pitch the Zen Boost against Love Juice and the Deep Detoxifier against the Green Tea Pineapple Zen. In a contemporary equivalent of the 1990s coffee bar showdowns, an Australian juice bar chain which has taken the Asia-Pacific by storm is moving in on a UK market already worth more than £100m and doubling every year.

The leading UK operator of "smoothie" bars opened its 14th branch, in the Strand, last week. The company, Crussh, predicts it and others will have dislodged coffee bars from their position on the high street within 15 years. But the arrival of the Australian company Boost Juice - which has just announced it will open a Manchester outlet later this year with more to follow in London -means Crussh will not have the customers all to themselves.

Boost's own extraordinary development began in a garage in Melbourne, Australia, where Janine Allis began blending smoothies (for the uninitiated: drinks made with natural fruits, juices and dairy products, sometimes partly frozen). On a visit to California, she then hit upon the idea of setting up smoothie bars, first in Adelaide in May 2000 and eventually across Australia, New Zealand, Singapore and South Korea. The franchise - known by its orange, green and yellow shop fronts - now has 180 sites offering smoothies, juice cocktails and "medicinal" drinks laced with camomile, passion flower and lemon balm.

In Manchester, Ms Allis has stumbled upon a franchisee with an impressive track record: the businessman Richard O'Sullivan, from Bury, who sold his Millies Cookies firm to catering giant Compass for £24m in December 2003. The £5m asking price provides an idea of the brand's worth. "I'll open 10 and see where it goes from there," said Mr O'Sullivan. "We will run the business from the north-west and build it up, like we did with Millies."

The success of Britain's smoothie producers provides grounds for considerable optimism. Innocent, founded by three entrepreneurs in 1998, now sells a million smoothies a week, controls 56 per cent of the UK smoothie market and expects its £37m sales to double this year. Smoothies are comfortably the fastest growing sector in the soft drinks market: the research company IRI recently found that they were growing at a rate of 130 per cent, compared with growth of 20 per cent for chilled juices.

But behind the soaring smoothie sales, nutritionists are cautioning against overestimating their benefits. The British Dietetic Association has stated that a smoothie should account for more than one of the recommended five daily units of fruit and vegetables, while Neal Kaufman, director of paediatrics at a medical centre in Los Angeles, recently declared that humans were not meant to "drink their calories". He said: "Liquids like fruit juice, composed mostly of sugars, [can promote] obesity."

There are other challenges ahead for both **Crussh** and Boost Juice. Adam Balon, founder of innocent, believes the coffee bars have already grabbed the best sites. "And smoothies are more costly to make," he said. But **Crussh**, which began in October 1998 as a single café in the City, is phlegmatic about the new Australian challenge. "Are they [the new company] scary? Yes and no," he said. "I don't think it's that easy in the UK. In Australia you've got the weather, you've got everything going for it. The UK isn't the same."

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Finance Couple of smoothies taking on UK juice market

Jonathan Este
MATP
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London

IN a bid to establish itself as the Starbucks of the smoothie world, Australian juice retailer Boost has signed a franchise agreement to take its brand to the UK and exploit the growing demand among health-conscious consumers.

But another company, Crussh, has already recognised the potential in fruit juice and smoothies and is fast expanding, opening its 14th London store last week and planning another two in the next three months.

Crussh's youthful managing director, a man who is beginning to be mentioned in lists of young business people to watch, is also an Australian, Chris Fung.

In what has been billed as an impending "juice war", the two Australian-run companies are going head to head for the main slice of the smoothie action, a market which could generate sales of up to pound stg. 170 million (\$420 million) next year.

Boost recently announced it had signed a deal with UK-based master franchise partners Mario Budwig and Richard O'Sullivan, the pair behind confectioner Millie's Cookies.

Boost, which is expanding in Australia at a rate of 34 outlets a year, plans to establish a beachhead in Manchester before moving to London next year.

"The timing is right," Boost founder Janine Allis said when the deal was announced. "The cog has just started to turn in the UK that we need to eat healthier food. The rise in obesity is directly related to the rise of fast foods." In Britain, one in four adults and one in five children are overweight. The rate of obesity has tripled in the past 20 years.

Mr Fung, who grew up in Sydney and Canberra and was in London with Bain & Co, saw the same global trend and was planning to head to Hong Kong to start his own juice business. But he was persuaded by a friend and colleague, James Learmond, to run his fledgling juice and smoothie company **Crussh** instead.

That was three years ago. In its first year the turnover was just pound stg. 200,000 but last year the company sold more than a million juices and smoothies and grossed more than pound stg. 3.5 million.

This year's turnover is expected to rise to pound stg. 5 million as the group expands its menu and rolls out more stores.

While he described the prospect of Boost moving in on his patch as scary, Mr Fung clearly relishes the challenge.

"The UK market is not easy," he said. "It's not like Australia and it's not like California, where you've got the weather and people are already used to drinking a lot of fresh fruit juice and spending the money for the quality of product."

However, health was a lot further "up the radar" in the UK and he could see the day when there was a fresh fruit juice shop in every town.

"Essentially we are competing with everyone: sandwich shops, coffee shops," Mr Fung said, pointing out that **Crussh** offered a wider range of food than Boost. "Our philosophy is based on three things: healthler, faster and easier.

"Previous health-food shops had that reputation that they were always aimed at health nuts — we don't believe that. For us, it has to be healthy but it has to taste good."

Like Boost, Crussh is also beginning to look overseas for expansion opportunities.

For the moment there appears to be plenty of upside for Boost and Crussh in the UK. Bottled smoothie company Innocent, run by a former Bain & Co colleague of Mr Fung's, John Wright, seems to be a good indicator of the depth of the market.

Having started in 1999, selling just 20 drinks on its first day of operation, Innocent recently announced a turnover of pound stg. 37 million.

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Photo

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Couple of smoothies taking on UK juice market

Jonathan Este
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Two Australian-run companies are entering the UK juice bar market. They have recognised the potential market for juice and smoothies in the UK, which is just beginning to follow the global trend of healthier eating. Boost Juice has signed a franchise agreement and will establish outlets in Manchester and then move to London in 2007. Crussh is run by Australian, Chris Fung. It began operating in 2003. It had a turnover of over Stg3.5 million in 2005 and has 14 stores in London by June 2006

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NATIONAL NEWS
Smoothie bars send chill through high street.

By EOIN CALLAN
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Smoothie bars will be the next revolution in food and drinks retailing and are likely to dislodge coffee shops from their leading position on the high street, according to a new generation of restaurateurs.

Chris Fung, managing director of **Crussh**, London's leading fresh juice bar, said: "Fifteen years ago no one drank cappuccinos in this country. In 15 more years it will be all about smoothie bars, as people switch from co

He added: "We are competing against Starbucks and Pret a Manger."

Crussh this week opened its 14th branch in the Strand, central London, and will soon be joined by Australia's Boost Juice, which is launching the first national chain of smoothie bars.

Boost will start out in Manchester and London, adding to the chain's 180 sites in Australia, Chile, New Zealand, Singapore, Kuwait and South Korea.

The companies are hoping to build on the success in the UK of Innocent, which was founded by three entrepreneurs in 1998 and now sells 1m smoothies a week through shops and restaurants.

Innocent's sales of Pounds 37m are on track to double this year and the company al-ready controls 58 per cent of the UK market for smoothies, which is the fastest growing sector in the soft drinks market by a long margin. Although still a tiny part of overall drinks market, sales of smoothies are growing at a rate of 130 per cent per year, versus growth of about 20 per cent for chilled juices, according to IRI, a research company.

Innocent is trailed in the market by PJ Smoothies, which was bought last year by Pepsi. Like other global consumer brands, Pepsi was eager to jump on to the healthy eating bandwagon.

Disney this month also detailed plans to begin licensing fresh fruit in supermarkets as it tries to banish the memory of its association with McDonald's. Shoppers at Tesco can now buy Disney satsumas and the company is looking to branch out into apples and bananas.

Mr Fung said **Crussh** had had inquiries from fast-food companies and private equity. However, he admits that there are significant differences between the British market and regions where smoothie bars are ubiquitous, such as Australia and California. Namely weather.

"It is a lot harder to sell fruit juices in the winter. A lot of our smaller competitors have gone out of business and we have at times struggled. During the winter we sell a lot of soup instead and have developed a strong food business."

Mr Fung would not say what proportion of sales came from smoothies, but he admitted that the product was as important for its ability to "capture the imagination" and its "emotional brand values" as its contribution to the bottom line. He said the unique selling point that would make juice bars the next big thing was the wholesome healthy lifestyle they represented.

However, Paul Campbell, a former Pizza Express executive who invests in restaurant chains was doubtful.

"I'm sceptical. Healthier eating is definitely a trend, but not to the degree that we're going to see a new category of restaurant that is led on health or a sense of well-being," he said, adding: "People want good healthy food, but only a minority are driven by diet and nutrition."

Nutritionists have also cautioned against overestimating the benefits of smoothies. A Food Standards Agency official said "some smoothies can count as more than one portion of the daily allowance, if they contain all of the edible pulped fruit and vegetable".

But she warned that "there are many different types of smoothie on the market and the fruit content may vary within a brand".

The British Dietetic Association went further, stating that a smoothie should account for no more than one of people's five recommended daily units of fruit and vegetables.

The caution reflects heated academic debate in California, where smoothies are hugely popular.

Neal Kaufman, director of paediatrics at Cedars-Sinal Medical Centre in Los Angeles, said: "Humans were not meant to drink their calories. Liquids like fruit juice, composed mostly of sugars, are brought rapidly in the body promoting obesity."

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THE

Features
Pulp fiction?;Lead story

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Britons seem to believe that drinking fruit juices and smoothies can cure all ills. PETA BEE discovers many are a waste of money, full of sugars, acid and calories

Could it soon be last orders for the latte? So many of us are now swapping our java jolt for a healthier-sounding fruit juice that analysts are predicting a high street juice bar war to rival that of the coffee chains. This week the British chain Crussh opened its 14th store, and the Australian chain Boost Juice has signed its first franchise deal in the UK with a branch to open in Manchester, followed by one in London. Driven by a desire for products that are nutritious, natural and calorie-kind, although undoubtedly aided by the celebrity seal of approval -Christy Turlington, Willem Dafoe, Woody Harrelson and Russell Crowe are all confirmed juice fans -today's consumer seemingly wants more than a short-lived energy burst from caffeine. And what better way to get it than from a banana and mango crush? So popular is the idea of juicing one's way to health that latest figures from Mintel show that the market has grown by 60 per cent in five years, with Britons now spending almost Pounds 768 million a year. As the fastest-growing sector of the UK soft drinks market after bottled water, we consume more than two million litres of them every year. Pure juices, made from 100 per cent squeezed or pressed fruit, are the most popular, representing 56 per cent of all juice drinks sold. But hot on their heels are smoothies, the thick, creamy textured products that we have grown to love in the ten years since they first pricked our consciences.

Smoothies alone now have a retail value of Pounds 100 million in the UK, a figure that is doubling by the year. Of course, the best thing is that we can indulge our juice habit in the belief that it is doing us no end of good. There is nothing quite like a freshly squeezed fruit drink to leave you feeling virtuous. With more vitamins (and flavour) than mineral water and with detoxing and disease fighting properties, they appear to be the ultimate health tonic. Or are they?

Our growing obsession with juicing sounds good news for a nation that persistently fails to raise its average fruit and vegetable intake above a paltry two servings a day. But experts caution that there is more (or in some cases, less) to juices than meets the eye or the palate. Crucially, says Catherine Collins, chief dietitian at St George's Hospital in London, juices should not be relied upon to make up for our dietary fallings. "It's a misconception that fruit and vegetable juices fill gaps in our diets," she says.

Guidelines produced by both the World Health Organisation and the British Dietetic Association (BDA) state that a glass of juice or a smoothie should contribute no more than one of the minimum five daily portions of fruit and vegetables we are supposed to consume to stay healthy. More is not better. "The process of juicing involves the removal of fibre and some nutrients that are present in a whole fruit or vegetable," Collins says. "While a glass of carrot juice might contain the juice of seven carrots, it doesn't provide anywhere near the nutrients that you'd get from seven whole carrots."

For juiceaholics, there are possible adverse effects in too high a consumption.

With fibre, pith and sometimes skin removed, juices contain a much higher concentration of the natural fruit sugar, fructose, than pre-squeezed fruit.

Combined with the acidity of many fruits and vegetables, this spells bad news for teeth. Gordon Watkins, a scientific adviser to the British Dental Association, has gone as far as suggesting that Britain's juice-drinking habit is spiralling towards a dental disaster: "All fruit juices contain acids that soften the surface layer of enamel on the teeth," he says. "Likewise, if you sip away at a glass of juice rather than drinking it in one go, it can prolong the contact time between your teeth and the acid. Ideally cut it down to a glass a day."

So concerned is the American Academy of Paediatrics (AAP) about children's intake that it is urging parents to restrict the amount of juice children drink. The concern is that replacing milk, the recommended drink for pre-adolescents, with fruit could not only leave youngsters at risk of dental problems and obesity, but also lead to them becoming undernourished through a lack of protein. For youngsters aged between 1 and 6, the AAP recommends a limit of one small glass a day.

"Humans were not meant to drink calories in this way," says Dr Neal Kaufman, of the academy. "Liquids

such as fruit juice, composed mostly of sugars, are used rapidly by the body, thereby promoting weight gain." Dr Peter Beyer, a nutrition researcher at the University of Kansas, suspects that digestive problems are linked to a high intake of fruit-based drinks. In a study presented to the American College of Gastroenterology three years ago, he said that too much fructose appeared to cause bloating, abdominal pain and diarrhoea linked to irritable bowel syndrome.

Now, a new breed of functional products appears to be a cure-all. Partied out? Try an Innocent Natural Detox smoothie to flush out the after-effects. Tired all the time? Have a Brazilian juice from Crussh with energising guarana and acai, a nutrient-rich purple berry from the Amazonian rainforest which includes antioxidant vitamins. Since being featured on NBC and Oprah, it has become one of the most popular ingredients in the US. And yet, when the Australian Consumers Association (ACA) looked into supplements commonly added to juices, of which barleygrass, spirulina and chlorella are among the most popular, they found them to be a waste of money. "Don't be seduced by the marketing," said the ACA. "Many supplements make over-the-top claims and are not worth paying extra for."

Spirulina, a freshwater blue-green algae, is a rich source of proteins, vitamins and minerals, approved by the US Food and Drugs Agency and the World Health Organisation. But last year an international team of researchers, including scientists from the University of Dundee, announced that the algae may produce a toxin linked to certain types of neurological disease, including Alzheimer's.

Within days, one German company had taken its algae-based drink off the market.

Similarly, wheatgrass, the startlingly green cocktail of nutrients extracted from the pulped shoots of grasses from the Agropyron family (related to wheat) has become a cult drink among juiceaholics. Fans include the film-maker Peter Jackson, who has said he thinks of the juice as "a salad in a cup", and Paula Radcliffe.

Comprising up to 70 per cent chlorophyll, wheatgrass is said to heal tissues, help to purify the liver, improve blood sugar levels and help to flush out toxins. But this month a review of scientific research conducted by the ACA uncovered little evidence for many of its purported health claims.

Researchers found that, while wheatgrass has some nutritional value, a 30 gram serving of cooked spinach, broccoli or a garden salad contained more vitamins and minerals than a shot of wheatgrass juice. Only "limited supporting evidence" was found for claims of the anti-inflammatory and wound-healing properties of wheatgrass. Mostly, "the claims that are made are perhaps a lot of hype without any real evidence," says Viola Korczak, health policy officer at the ACA.

Some juice-bar drinks have hidden calories. At Jamba Juice, a chain with 533 stores in the US, the Peanut Butter Moo'd drink contains chocolate, bananas, soymilk and 1,170 calories, twice as many as you would get from a McDonald's burger and small fries.

And what of the detox claims for fruit and vegetables, made by the likes of Dr Nish Joshl, dieting guru to Cate Blanchett and Gwyneth Paltrow, who says that "using raw vegetables will enable you to absorb large quantities of nutrients and will also flush out the toxins"? "Absolute rubbish," says Professor Tom Sanders, of the nutrition department at King's College London. "It is true that besides nutrients in food there is a vast array of other substances which, if they were allowed to accumulate in the body, would be toxic. But we are equipped with a liver that enables us to break down and excrete them."

Last year Tiger Smoothies came to the UK: a range of drinks with supplements for an added boost, including avena sativa (or oat grass) which is "helpful for stress relief". But the functional ingredients are soon to be withdrawn. "We don't think they offer any real advantages," says spokesman Mike Bryan.

Still, at the Fresh & Wild juice bar in Notting Hill, a bolthole for nutrient-craving celeb-rities, there is no sign of a downturn. "Sales of wheatgrass juice are flourishing," says Carolina Svensson, who runs the bar. "We have no safety concerns about any of our ingredients, including blue green algae and spirulina."

Collins says that a juice habit can be expensive, but in moderation not unhealthy, provided you can stomach them. "Ultimately," she says, "a lot of the fringe juices, especially wheatgrass, taste foul. You are far better off eating a few apples and oranges every day."

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Document T000000020060623e26n0005x

Side Orders good week/bad week.

News desk 146 words 22 June 2006 Caterer & Hotelkeeper 14 English

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Smoothie lovers Crussh juice bars launches 14th store with plans to go national.

Siamese cats Activists storm Fangji cat meatball restaurant in Shenzhen in protest.

Ugly fruit Waitrose puts non-perfect fruit back on shelves.

School caterers National LACA TV campaign set to counter "Jamie Oliver effect" on school dinners.

Hospitality staff Ministers promise eight extra days' paid leave a year as annual holiday.

Whales Japan moves to end 20-year hunting moratorium.

Ireland EasyJet to axe three key routes that go head-to-head with Ryanair.

Cristal Hip-hop star Jay-Z pulls Champagne brand from his clubs after "criticism" about rap association from producer Louis Roederer.

Sport Olympic and World Cup organisers condemned by health experts for accepting sponsorship from fast-food and fizzy drinks companies.

Trans-fats Be gone, we say.

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Crussh juice bar opens 14th UK branch

198 words
20 June 2006
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Benefiting from the growing demand for a healthier lifestyle in the UK, Crussh juice bar has opened its latest store in London.

Since being launched in 1998, by city worker James Learmond, the company is now selling over a million smoothles a year in its chain of natural fast foods and squeezed-to-order juices, reports the Guardian.

According to the newspaper, **Crussh** is now a multimillion pound business, opening a new branch every six weeks, with plans to take the concept nationwide before heading abroad by the end of the year.

Despite a first-year turnover of just GBP200,000, **Crussh** hopes to take GBP5 million during this financial year through sales of super smoothies, organic salads and soya porridge, the newspaper reported.

Speaking to the Guardian, managing director, Chris Fung, explained that **Crussh** looks set to benefit from the government's plans to widen bans on junk food advertising and consumers growing demand for healthier, fresher products.

However, **Crussh**'s seeming monopoly in this market may be short-lived as leading Australian company Boost Juice has just signed a franchise deal in the UK.

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News SMOOTHIE WARS AS NEW JUICE BAR SETS OUT TO SQUEEZE RIVALS

BY JONATHAN PRYNN CONSUMER AFFAIRS EDITOR 661 words 20 June 2006 The Evening Standard 23 English (c) 2006 Associated Newspapers. All rights reserved

A smoothies fruit juice war to rival the great coffee bar showdown is set to hit the high street.

A highly successful chain of Australian juice bars, Boost Juice, has signed its first franchise deal in Britain.

The branch will be in Manchester with a London outlet planned for next year and a national chain over the next 10 years.

It will be taking on the British chain Crussh, which opened its 14th branch in the Strand yesterday.

The chain was founded in 1998 by former City worker James Learmond, who was fed up with being unable to find a healthy lunch.

Boost Juice already has 180 sites in Australia, Chile, New Zealand, Singapore, Kuwait and South Korea and believes it could become the Starbucks of the juice world. But Crussh managing director Chris Fung said the new arrival might find it harder than it imagined to break into the market.

He said: 'Are they scary? Yes and no. I don't think it's that easy in the UK. In Australia, you've got the weather, you've got everything going for it. The UK isn't the same.' Crussh - which was compared with two rival products for the Evening Standard by a panel of judges - sells exotic smoothie concoctions such as the Brazilian, a £3.80 mixture of paw paw, apple julce, banana, Guarana booster and acai, a berry from the Amazon rainforest said to be the world's healthiest food.

The UK market for Smoothies is already worth more than £100 million and is doubling every year. It is being driven by a massive upsurge in demand for healthy food and drink fuelled in part by publicity about the dangers of obesity.

However, Adam Balon, founder and 'chief squeezer' at bottled smoothies maker innocent, said the chains might find it hard to break through in big numbers on the high street because the coffee chains have already grabbed so many of the best sites. He added: 'Smoothies are a more complex product to make, more costly to make and it's very difficult to get good sites.'

But Mr Fung insisted that public attitudes will change. 'In terms of coffee, it's 99 per cent water. This is so much better value,' he said.

Which fruit drink is top of the pips?

Innocent

Flavour: strawberries and bananas

Cost: £1.79

Ingredients: seven crushed strawberries, 1/2 crushed banana, 21/2 pressed apples, dash of freshly squeezed orange juice

Fat: 0.1g

Sugar: none

Calories: 57 kcals

Henry Dimbleby, co-owner of Leon, says: 'That's nice, it doesn't taste too much like banana, which a lot of them can. It's got a lovely strawberry taste and it's delicious. All fresh ingredients with nothing added proves it's very good value for money.'

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Rating: 8/10 PJ Smoothies

Flavour: oranges, mangoes and passion fruits

Cost: £1.45

Ingredients: one

orange (from concentrate), 3/4 apple (from concentrate), 1/2 crushed banana, one passion fruit (from concentrate), 1/8 crushed apple

Fat: 0.2g

Sugar: none

Calories: 53kcals

Henry Dimbleby says: 'It tastes too watered down, you can tell it's been remade from concentrate. It's okay but much flatter than Innocent. If you want fresh fruit and a natural taste, this isn't the one to go for.'

Rating: 5/10 Crussh

Flavour: Strawberry Cool

Cost: £2.50

Ingredients: five strawberries, 1/2 banana, 150ml orange juice, 150 ml frozen yoghurt

Fat: 1g

Sugar: 4.8g

Calories: 77kcals

Henry Dimbleby says: 'It's quite nice. It's very fresh and there's a strong taste of strawberry. The yoghurt isn't too strong, the juice is fresh and the banana taste isn't too strong. For 300ml that's good value for money, especially for something so fresh. The best out of the lot.'

Rating: 9/10

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Guardian Financial Pages

Financial: Australian rival could ignite smoothie wars as Britons seek healthier lifestyle: Crussh julce bar, founded by a former City worker, opens its 14th branch today

Katie Allen 810 words 19 June 2006 The Guardian 26 English © Copyright 2006. The Guardian. All rights reserved.

It started out as one man's quest for a lunchtime detox. Now it's a multimillion pound business with its eye on every high street in Britain. **Crussh** juice bars are revelling in the country's growing thirst for healthy eating and the government's latest attack on junk food.

The chain of natural fast foods and squeezed-to-order juices sells more than 1m smoothies a year and is opening a new branch every six weeks. Today sees the launch, on the Strand, London, of its 14th store and hopes to take its orange and lime green brand abroad by the end of the year.

Crussh was founded by city worker James Learmond in 1998 when he decided the only way to find a healthy lunch was to set up his own shop,

Turnover was just pounds 200,000 in the first year and fruit, with its perishable and pricey nature, has proved a sticky business over the years. But this financial year **Crussh** hopes to harvest pounds 5m from its super smoothies, organic salads and soya porridge.

Chris Fung, its managing director, said media coverage, such as last week's report that the government may widen bans on junk food advertising, were boosting consumers' hunger for low fat and fresher foods.

"Health is now a lot further up on the radar," he says, sitting in the Mayfair branch. "People want to know more about what they are eating."

So is a change in eating habits the secret to **Crussh**'s success? "It's down to the fact we don't put crap in the stuff, and we've been doing that for a long time," says Mr Fung, holding up his cup of deep red Good Morning Super Smoothie. "Compare this with any other smoothie, hand on heart, it's right up

The 33-year-old is part of a four-man management team that tastes and helps develop all of Crussh's products, from yeghurt drinks to sushi wraps.

Mr Fung goes through the menu proudly pointing out his contributions and is sure to give his girlfriend credit for naming the kiwi, lime and spinach mix Green Goddess after 1980s TV fitness icon Diana Moran.

The market is till very tough, he says, but a slowly improving British diet means there will eventually be room for a fresh juice bar in every town. "We are moving more and more towards this not being a treat, but something you can afford every day."

But when the nationwide invasion comes, it is not definite that we will all be getting our celery juices in one of **Crussh**'s neon-coloured bars. The chain may be about to have a smoothie war on its hands.

Crussh currently sees itself as the country's only sizeable fresh juice and food bar, but that could soon come to an end with the arrival of an Australian rival. Boost Juice, the fastest growing smoothie business in the southern hemisphere, has just agreed a franchise deal in the UK. If growth here matches expansion there, it could become the Starbucks of the smoothie world. Still, Mr Fung is not afraid of the new competitor. "Are they scary? Yes and no. I don't think it's that easy in the UK. In Australia, you've got the weather, you've got everything going for it. The UK isn't the same," said Mr Fung, who grew up on fresh juices in his native Australia.

There's also competition from the booming market in bottled smoothies made by big brands such as innocent and PJ Smoothies, owned by PepsiCo.

Innocent, the leading brand in shops, says the market is worth some pounds 100m a year and could jump to pounds 170m in 2007. It is already selling in school canteens and plans to garner even more

business from kids as the government clamps down on sugary drinks. Crussh sees its freshly made juices and range of meals as belonging to a different market.

As for the coffee shop competition, Mr Fung says it's only a matter of time before we drop Americanos for Energy Explosions and Mango Madness. "In terms of coffee, it's 99% water. This is so much better value," he says.

Crussh admits that, as long as its drinks keep their luxury status, it will be vulnerable to dips in consumer spending. But if the junk food fight keeps building, the chain may be able to lean on a growing army of calorie-counting, vitamin-conscious eaters.

"I'm trying to be good, let's put it that way," says Candice Fields, 28, stirring a Crussh vegetable soup.

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Guardian Financial Pages Australian rival could ignite smoothie wars as Britons seek healthler lifestyle: Crussh juice bar, founded by a former City worker, opens its 14th branch today

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The number of Crussh smoothies sold in a year. Australian firm Boost Juice has just agreed a UK franchise deal

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THE¥ INDEPENDENT

Features THE INSIDER

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27 May 2006
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English
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A weekly guide to spending

HOME

The cool way to boil

Throw away your kettle. The Quooker boiling-water tap is time-saving and energy-efficient. It has an insulated "vacuum flask" water tank, which maintains fresh water at 110C under mains pressure, is situated under the sink and is cool to touch. The tap is height-adjustable on the worktop. A filter purifies the water, as it passes from the tank to the tap, and it leaves the tap at 100C in a fine spray. Prices from £690, www.guooker.co.uk, 020 7923 3355.

TECHNOLOGY

Snap to it

Great things come in small packages and this camera from Kodak is no exception. The dual-lens Easyshare V610 camera is the smallest 10x optical zoom digital camera and is less than an inch thick. Pocket-sized, this camera takes close, high-quality pictures of distant subjects without the obtrusiveness of a larger camera. In addition the Easyshare V610 model is one of the first digital cameras to incorporate bluetooth wireless technology, making it easier to instantly share pictures with people nearby to mobile phones, PDAs, computers, Kodak picture kiosks and other V610 cameras. You can also receive and view pictures. Priced at £349.99. Visit www.kodak.co.uk, or call 0870 243 0270.

MOTORS

Green giant

The big, impressive LexusGS450h is equipped with the latest in "hybrid" technology, coupling a V6 petrol engine with a powerful electric motor, which uses energy otherwise wasted in braking and decelerating. The only drawback is that it has a much smaller boot than more conventional variants, the space having to be given over to the batteries. Apart from that, there's a good deal to be said for it. It's greener to cycle, though. Price: £38,015 to £47,135' CO2: 186g/km' www.lexus.cc.uk.

WATCHES

Standard time

Wear your country on your wrist and celebrate Britain with this retro-influenced timepiece from Ben Sherman Accessories, designed for 2006. The Union Jack has recently celebrated its 400th anniversary and Ben Sherman has created a striking and stylish design, capturing the essence of Britishness with the use of the flag as the face of the watch. Like the flag, the watch could stand the test of time. It comes with either a stainless steel or a chunky leather strap. Either way, the watch costs £45' call 01214361238 for details of stockists near you.

SHOES

Designer style with feel-good factor

For footwear that is both fashionable and ethical, look to the MADE project, which works with UK designers to create Fairtrade accessories. These are then produced by artisans in developing countries, working to ethical and Fairtrade principles. Beatrix Ong is the latest designer to work with MADE, designing a range of footwear that is produced by Kenyan artisans who are paid a fair price for their work, provided with a good working environment, business training, community support and funding from the UN. Her limited-edition sandals are embellished with precious metals and stones sourced in

developing countries in Asia and Africa, and can be found exclusively in the Topshop flagship store in London's Oxford Street, for £79. All profits go towards making improvements in underprivileged communities.

FASHION

Want to be spotted? Better get dotted

Just in time for all those summer cocktail parties, designers Baylis & Knight have reinvented a style from a half a century ago. They've brought the polka dot back. This style makes a comeback every so often, so much so that it might almost qualify for the adjective "timeless". Indeed the polka dot design first became common on party clothing in the 1880s in Britain, at a time when polka dancing was extremely popular, and the name was also applied to the pattern. In any case, this particular dress is a fine, unfussy example of the classic style, with its strapless bodice and flared skirt and a side-tie waist belt that pulls the waist in delicately to give a perfect hourglass silhouette. This puffball dress will showoff your figure to its best and, indeed, is perfect for a wedding, a party or a night out on the town. It costs £130 from www.baylisandknight.com, or 0161 881 8002.

ACCESSORIES

Hearty-Crafty

These leather heart keyrings are the product of the lifestyle accessories label Birdy Num Num. The label was started by the designer Lisa Saxena in 2000 and has developed into a beautiful collection of fashion and gift ideas. The keyrings and the collection as a whole have an exquisite attention to detail, such as the soft nappa leather and the hand-stitched designs. The soft palette of ivory, taupe, pale pink, brown and green is subtle yet draws the eye. The keyrings cost £20 each and are available at www.birdnumnum.comor_call-020-8749-6080. Also available are leather purses, handbags, pencil cases, and wash bags in nappa leather.

FOOD

Therefs a veggie!'

The strangest footie companion for this summer's World Cup is the Peperami Fanimal - a sound-chipped, impact-activated football mascot that shouts a rota of rants when you throw him. So if David Beckham misses that vital penalty in the final against Germany, you can chuck your Fanimal at the TV to vent your frustration and make it rant such lines as "The referee's a veggie" or "My nan can do better than that and she's a pork pâté!". So to help you get through those agonizing match moments, visit www.fanimal.co.uk, or go to Sports world stores to get your Fanimal for £3.99.

BREAKFAST

Get your oats

If you are into healthy eating, then this cool version of **Crussh**'s healthy hot porridge bestseller is for you. A blend of organic porridge oats with a touch of skimmed milk, organic natural fat-free yoghurt, topped with your choice of fresh strawberries, mango or berry compote. **Crussh**'s new breakfast allows you to still enjoy a nutritional power house meal which is low on the glycaemic index and rich in B Vitamins, minerals and fibres in the heat of the summer sun. Priced at £1.75 for a medium serving or £2.25 for a large serving. Visit www.crussh.comfor more information.

HOMEWARE

Sexy server

Who said trays couldn't be sexy? Add elegance to your TV dinner with this tray from the Ba Rock collection, designed by Marta Sansoni for Alessi. It is made from Ba Rock's signature stainless steel, which has been red-powdered to provide a contemporary colour, and has handles that are made from red-coloured shapes in polished acrylic and resin. The tray is 48cmin diameter and costs £63, www.utilityretail.co.uk, 0151 708 4192. Agreen version and a polished stainless-steel version are also available.

Document IND0000020060527e25r0006m



Features CAN A 19-MINUTES LUNCH EVER BE HEALTHY?

BY CHARMAINE YABSLEY
1,864 words
31 January 2006
The Evening Standard
32
English
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Starbucks

Mango chicken with blackbean salsa wrap, fruit salad, skinny latte. £7.49

Nutritional total: 703 calories, 2.9g fat.

How long? 18 minutes.

And the taste? The wrap is tasty and spicy, but there's not much filling for £3. Fruit salad took the longest to eat, as servings are quite large, so it's good value for money.

Health verdict: 'White bread can lead to low-energy slumps, so flatbread or wraps are a healthier option if you can't give up your trusty sandwich,' says nutritionist Natalie Savona. 'Although wraps are still high in calories - this one is around 400 calories, they're a healthier alternative. Fruit salad is always a good option and this product provides three servings of your daily fruit requirements, which is great. Instead of a latte, which may give you a burst of caffeine energy, opt for a herbal tea instead, such as peppermint tea. It'll ease digestive pains if you've gobbled your food too quickly.'

Rating: HHHII

Marks and Spencer

Spicy red-lentil-and-tomato soup, wholemeal bread roll, salt-and-vinegar thin crisps, bottled still water with lemon-and-lime flavour. £3.66

Nutritional facts: 505 calories, 6.4g fat.

How long? 22 minutes. The soup takes about four minutes to heat, which adds extra preparation time.

And the taste? The soup was a perfect winter warmer, although it would have been nice to have some butter to spread on the bread roll. The crisps resembled chinese crackers, but just not as tasty. The flavoured water tasted too sweet for my liking.

Health verdict: 'Lentil soup is a great lunchtime choice, as it's low in GI value, so your energy levels will stay high for the afternoon,' says Savona. 'Brown bread does have more fibre than white bread, but this soup is so filling, you can easily do without and save yourself 140 calories. Instead of crisps, I'd recommend a piece of fresh fruit, or one of Marks and Spencer's low-fat probiotic yoghurts, which help to keep your bowels healthy and regular.'

Rating: HHHHI

E.A.T

Spicy crayfish noodles, mango-and-passion fool, fruit-and-nut mix. £6.50

Nutritional facts: 613 calories, 18.9g fat.

How long? 20 minutes.

And the taste? A filling, well-rounded lunch. Fruit-and-nut mix was enjoyed over the course of the afternoon, though, which stopped me reaching for my usual chocolate bar.

Health verdict: 'This is a well-balanced lunch, with proteins from the seafood and low-GI noodles combining to make a nutritionally balanced lunch,' says Savona. 'The serving size of 70g for the

fruit-and-nut mix is also ideal - they may be good for you, but are high in fat, so a little goes a long way in this case.'

Rating: HHHHI

Fresh Italy

Pollo e spinaci (penne pasta with chicken and spinach), fruit compotes, espresso. £4 (espresso is free)

Nutritional facts: 258 calories, 2g fat. (Fresh Italy has employed an ingenious 'traffic-light' guide to healthy eating: green for low calorie, orange for medium calorie and red for higher in fats and calories. My meal was a healthy 'green light' dish, but tasted like a sinful red.)

How long? 15 minutes (Fresh Italy cooks meals to order in just over one minute).

And the taste? Bellissimo! My pasta didn't taste store-bought at all, and the fresh ingredients - basil and spinach - were plentiful. The compote was a low-calorie treat - altogether a filling meal for a small cost.

Health verdict: 'Fresh pasta is a good choice for lunch if you've had a busy morning, or have a long night ahead, as it's high in energy, but relatively low in fat,' says Savona.

'By adding low-GI foods such as chicken and spinach to the dish, this becomes a slow-releasing meal, so you shouldn't feel tired or sleepy afterwards. Fruit compote is also ideal, as it cleanses the palate and gives you some energy for the afternoon.

I'd steer clear of espressos, though, particularly after 3pm, as it's believed that caffeine can contribute to insomnia if drunk after this time. Swap the espresso for a fresh juice or herbal tea instead.'

BEST BUY Rating: HHHHH

Boots

Shapers meal deal which included houmus-and-chargrilled-vegetable wrap, sweet red grapes, a bottle of freshly squeezed orange juice. £2.99 (special meal deal price).

Nutritional total: 465 calories, 8.2g fat.

How long? 10 minutes.

And the taste? Servings are on the small side, so you'll feel hungry soon afterwards. Fresh and tasty though, and the orange juice did taste freshly squeezed.

Health verdict: 'This is a quick and easy lunch, but not necessarily the most satisfying or healthiest you could buy. The wrap contains around 8g of fat, so if you're watching your weight you'd be better off choosing a rice salad,' says Savona. This would keep you fuller for longer, too, as well as being lower in fat. Orange juice is a good way to add one portion to your five-a-day fruit and veg quota, and is a good occasional alternative to water.'

Rating: HHIII

Benjys

Chicken and Mexican bean salad, fruit salad, pomegranate juice. £5.59

Nutritional total: 531 calories, 19.7g fat.

How long? 22 minutes. Servings are generous and there are a lot of forkfuls to get through.

And the taste? Bean salad was very filling, so there wasn't much room for the fruit salad. Pomegranate juice was delicious and very refreshing. A tasty alternative to my usual orange juice.

Health verdict: 'A daily serving of beans are vital for healthy bowel movement, so this salad, with added benefit of the protein from the chicken, is a very healthy, balanced lunch choice,' says Savona. 'Pomegranate juice is a very powerful antioxidant too, which will help boost the immune system - ideal if you're working long hours.'

Rating: HHHHI

Pret a Manger

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Slim Pret Classic Tuna sandwich, carrot, mash and toasted cumin soup, elderflower juice, £4.38

Nutritional facts: 471 calories, 23.3g fat.

How long? My local Pret is quite small, but attracts a large crowd, so I spent precious minutes queuing. In all 20 minutes for lunch.

And the taste? The soup is filling, so there was no need for Pret's new half-sized sandwich, Elderflower juice was very refreshing.

Health verdict: 'This is the highest in fat of all the high street stores, even though it looks relatively healthy,' says Savona. 'I'd forego the half sandwich and add a piece of fruit instead. Elderflower is a wonderfully calming drink, so it's good if you've got a stressful afternoon ahead. It's high in sugars, though, so dilute it with water if possible.'

Rating: HHIII

Crussh

Roast-tomato-and-thyme organic soup, Superfoods health pot, apple, carrot and ginger juice. £6.90

Nutritional total: 444 calories, 7.3g fat.

How long? 20 minutes. Soup and health pot are pre-made, but the juice takes around two minutes to prepare.

And the taste? Great winter warmer soup and perfect for January diets as it's fat-free. The health pot contained lots of quinoa, nuts and seeds, so I felt more and more virtuous with every mouthful, and the fresh juice topped off an extremely healthy, tasty lunch.

Health verdict: 'Eating organic foods is a responsible way to take care of your health,' says Savona. 'This soup is excellent as it's extremely high in antioxidants, but contains virtually no fat, so it's ideal if you over-indulged at Christmas. The fat content on the health pots is quite high (6.5g), but it's all good fats, which help to keep your skin, hair and nails healthy. This juice is also a good choice as it clears the palate, and the ginger will give your immune system a boost - necessary in winter.'

Rating: HHHHI

Caffe Nero

Goat's cheese and roasted red pepper panini, reduced-fat apple and blackberry cheese cake, latte with soya milk. £7

Nutritional total: 821 calories, 28.2g fat.

How long? 25 minutes - panini needed to be toasted in store.

And the taste? After waiting five minutes for the panini to be toasted, I then had to wait another five for it to cool down enough to eat, which used up half my lunch break. Tasty though.

Health verdict: 'This is a classic example of foods which look healthy, or promise to be reduced fat, but are actually still very high in calories. Goat's cheese is a healthier option than full-fat Cheddar, but still high in calories - a better option would have been a salad or soup,' says Savona. 'The cheesecake is full of sugar, so you'll just feel hungry, and tired, soon after eating this. Even though it's reduced fat, there's still a whopping 11g in it. A piece of fruit, or yoghurt would be a better choice.'

Rating: HIII

Sainsbury's

Salmon and cucumber on malted bread with seeds, classic fruit salad, bottled water, £3.20

Nutritional total: 351 calories, 5.1g fat.

How long? 16 minutes.

And the taste? Surprisingly fresh and filling,

Health verdict: 'Wild salmon is a good way to add essential fatty acids (EFAs) into your diet,' says Savona. 'EFAs help you to concentrate better by improving the blood circulation to the brain, so you'll be less likely to suffer from the 3pm slump after eating this meal. The fruit salad is an ideal addition to contribute to your five-a-day eating plan, although I'd recommend buying just one piece of fresh fruit, rather than pre-prepared and packed fruits.'

Rating: HHHHI

Tesco

Medium sushi pack, carrot sticks, reduced-fat houmus, strawberry-and-banana smoothie. £4.06

Nutritional total: 554 calories, 21.9g fat.

How long? 15 minutes. Make sure you buy the medium sushi pack, which provides chopsticks, otherwise you'll have to go hunting in the office kitchen for a fork. Easy to prepare, although condiment packets are fiddly.

And the taste? Sushi was quite fresh, considering it's packaged. Reduced-fat houmus and carrot sticks were ideal, although it's tempting to keep snacking all afternoon. Best to eat half, and save the rest for the following day.

Health verdict: 'Sushi is a good choice for lunch, as it's low in fat, and provides you with zinc, fish oils and some vegetables,' says Savona. 'Carrot sticks are also a good choice, although don't be too liberal with the houmus. It may say reduced fat on the label, but the entire tub contains 18g fat. It'd be healthier to empty a small amount into a separate bowl. Houmus is packed full of chickpeas, which provide protein and energy. It's also a low GI food, so you'll feel full for longer. My only concern is the smoothie, as it contains 10g of sugar, which means that you may feel an energy slump afterwards.'

Rating: HHHII

INatalie Savona is the author of Wonderfoods (£12.99, Piatkus). www.nataliesavona.com

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Crussh restyle spearheads juice bar expansion plans

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Juice bar brand Crussh is rolling out a redesign across its 12 London stores.

Design by The ID Department uses natural materials including bamboo. Walls are painted in yellow and champagne tones, and wall graphics draw attention to the healthy product.

Crussh stores sell soups, sandwiches and snacks alongside a constantly updated juice menu.

"Our target market is health-aware and young at heart," says **Crussh** marketing manager Jo Maer. "Customers tend to be anti-corporate and anti-global, and we like to keep a local feel to the stores."

Crussh explored several models for its outlets, including take-out and mobile units, and is looking to expand to 30 stores within two years. It is in talks about partnership deals and is looking to build a franchise model.

The expansion is in line with the trend towards healthier eating. "We go for organic ingredients wherever possible," says Maer. "But we are not a health food shop and we are not puritannical. We sell chocolate cake, it's just an organic one."

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Food&Drink - The Food & Drink 50 Our essential chart of the capital's best bars and restaurants, old and new - updated every week

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Central

Asadai

Gracious service, chic interior and plenty of authentic Korean dishes. Watching the food being finished in front of you is part of the fun.

Asadal, 227 High Holborn, WC1V 7DA (020 7430 9006) High Holborn tube. Meal for two with wine and service: around £70. Set lunches from around £10.

Below Zero

LONDON'S ONLY ICE BAR

In this weather it seems less of a trick to keep an ice bar running in the centre of the West End, but as you're rugged up already, you may as well stop in for a round of cocktails.

Below Zero, 29-33 Heddon St, W1B 4BL (020 72879192/ www.belowzerolondon.com.) Piccadilly Circus tube.

The Bowler

More Martha Stewart Living than most gastropubs, the Bowler's tiny bar offers interesting beers and decent wines. Food is perhaps too simple given the prices (and we waited ages) but sweet staff and a lively crowd made us reluctant to complain.

The Bowler, 32 Bowling Green Lane, EC1R 0BJ (020 7837 4141) Farringdon tube/rail. Meal for two with wine and service: around £70.

Breakfast Club

NEW ENTRY See The hot five.

Breakfast Club, 33 D'Arblay St, W1F 8EU (020 7434 2571) Oxford Circus tube. Lunch for two: around £14.

China Tang

A sumptuous basement dining room that evokes colonial Shanghai during the art deco period. Premium ingredients such as lobster, abalone and shark's fin are used in well-executed Chinese favourites, including Peking duck served properly in three courses. Dim sum is available and the desserts are good too.

China Tang, The Dorchester, 53 Park Lane, W1A 2HJ (020 7629 9988) Hyde Park Corner tube. Meal for two with drinks and service: around £120.

Crussh

NEW ENTRY New branch of the made-to-order juice and smoothle chain with healthy lunch options including pots of bean and barley dishes, sushi, wraps, regular and toasted samies, plus organic and vegan cakes.

Crussh, Unit 1 Gate House, Ludgate Circus Buildings, 6 Farringdon St, EC4M 7LH (020 7489 5916/www.crussh.com.) Blackfriars tube. Lunch for two with drinks: around £14.

Dine

CLASSIC FRENCH

If you've had your fill of disappointing trendy eateries, try this old-fashioned French restaurant, the relaunched version of Tooks. Dine's resolutely Gallic food is accurately cooked and beautifully presented.

Dine, Tooks Court, EC4A 1LB (020 7404 1818/ www.dine-restaurant.com) Chancery Lane tube. Meal for two with wine and service: around £85.

Galvin

Chef brothers Jeff and Chris Galvin are united in their desire to bring good-value French bistro cooking to central London, and this restaurant is proving popular.

Galvin, 66 Baker St, W1U 7DH (020 7935 4007) Baker St or Bond St tube. Meal for two with wine and service: around £80; set lunch £15.50.

Gaucho Grill

NEW ENTRY Stylish new branch of the Argentinian steak (and wine) chain featuring a ground floor bar, a 120-cover restaurant on the lower ground floor, outdoor seating for 40, plus a rickshaw delivery service for local businesses.

Gaucho Grill, 5 Finsbury Avenue, EC2M 2PG (020 7256 6877/ www.gaucho-grill.com) Liverpool St tube/rail. Meal for two with wine and service: around £80.

Hummus Bros

Damn if this isn't a clever idea: dishes of houmous served with a choice of toppings, lovely fluffy pitta bread and tasty fresh salads in a cool, friendly, eat-and-go environment.

Hummus Bros, 88 Wardour St, W1F 0TJ (020 7734 1311) Tottenham Court Rd tube. Lunch: around £7 per head.

Origin

The Hospital's Thyme restaurant is dead, but long live its reincarnation, known as Origin. Chef Adam Byatt has streamlined his original tasting menus concept to produce a savvy list of seasonal ingredients in interesting combinations.

Origin, The Hospital, 24 Endell St, WC2H 9HQ (020 7170 9200/ www.origin-restaurant.com) Covent Garden or Holborn tube. Meal for two with wine and service: around £90. Pre-theatre menu (6-7pm) two courses £15, three courses £20.

Somerset House Ice Rink

NEW ENTRY Relax after a morning's skate or ice wall climb with hot slow-roast pork sandwiches, bean and pumpkin stew with red rice and guacamole, mugs of Mobana chocolate, and warm apple and cinnamon juice, provided by the folk of Tate Catering.

Somerset House, Strand, WC2R 1LA (020 7845 4600) Temple tube. Lunch for two with drinks: around £13.

Sorrel

Modern Italian cooking at reasonable prices - for a City location. We liked the seasonal slant to the menu, comforting pasta dishes and hearty main courses of roast meats.

Sorrel, 5 Minories, EC3N 1BJ (020 7481 1779) Aldgate tube. Meal for two with wine and service: around £80.

The Terrace

NEW ENTRY See The hot five. The Terrace, Lincoln's Inn Fields, WC2A 2LT (020 7430 1234) Holborn tube.

Meal for two with wine and service: around £80. Set meals: two courses £10.50, three courses £12.75.

The Trading House

A simple venture, well executed. Cool bar at front, comfy restaurant at back, and charming staff bringing delicious dishes such as truffle-scented cauliflower soup, meaty tuna carpaccio, and Charolais steak with mustard sauce.

The Trading House Bar and Kitchen, 12-13 Greville St, EC1N 8SB (020 7831 0697) Farringdon tube/rail. Meal for two with wine and service: around £60.

Vinoteca

Mark-ups are pleasingly low at this 'bar and wine shop' with a list of 220 wines starting at just £4.50. The bar food menu includes dishes such as homemade pork and prune terrine, salt cod fritters, and poached plums with clotted cream and shortbread.

Vinoteca, 7 St John St, EC1M 4AA (020 7253 8786) Farringdon tube/rail. Meal for two with wine and service: around £50.

Volt

The decor may try a bit too hard, but this lounge bar and Italian restaurant is more than formaggi - service is sweet, the cocktails are made from premium spirits, and food such as purple potato gnocchi is innovative. From the people who brought us the upmarket Noura Lebanese chain.

Volt, 17 Hobart Place, SW1W 0HH (020 7235 9696) Victoria tube/rail. Meal for two with wine and service: around £90.

Yazu Sushi

THE SMALLEST ZUSHIBAR IN TOWN

The alleyway leading from the Curzon Mayfair cinema down to Shepherd Market is also home to London's smallest kaiten-zushi (revolving sushi bar). Sushi and sashimi can be picked off the belt on colour-coded plates that denote the price, or specific dishes can be prepared to order. Good quality sushi, but no booze licence.

Yazu Sushi, Unit 2, 46 Curzon St, W1J 7UH (020 7491 3777) Green Park tube. Meal for two with service: around £40.

North

Amano

NEW ENTRY The PlayGolf centre on the A404 has scored a hole-in-one by featuring a new branch of Borough's popular Amano cafe on site. Barbecue grills, pizzas, New York deli sandwiches, sharing plates and kiddie food feature along with Union Roasters' ethically traded coffees.

Amano Northwick Park, PlayGolf, Watford Rd, Harrow, Middx, HA1 3TZ (020 8869 8570/ www.amanocafe.com) South Kenton or Northwick Park rail. Meal for two with wine and service: around £60.

Green Note

NEW ENTRY See The hot five.

Green Note, 106 Parkway, NW1 7AN (020 7485 9899) Camden Town tube. Meal for two with wine and service: around £55.

Peachy Keen

The name's a reference to Rizzo's line 'Peachy keen, jellybean' in the movie 'Grease', but this isn't a Pink Ladies-themed bar. Cosy downstairs, white and airy up. Decent cocktails, too. Remarkable for Kentish Town Road.

Peachy Keen, 112 Kentish Town Rd, NW1 9PX (020 7482 2300) Camden Town tube.

Safir

NEW ENTRY One of our favourite Moroccan venues, decked in vivid fabrics. The food is simple and traditional, but packed with aromatic and piquant flavours. Weekend diners may encounter belly-dancing.

Safir, 116 Heath St, NW3 1DR (020 7431 9888/ www.safir-restaurant.co.uk) Hampstead tube or Hampstead Heath rail. Meal for two with wine and service: around £65.

Saravanaa Bhavan

Saravanaa Bhavan's part of a worldwide chain originating in Chennai (formerly Madras) and identical to the homely, no-frills vegetarian eateries you will find in India. Expect plenty of Punjabi and Indian-Chinese dishes as well as traditional recipes from the south.

Saravanaa Bhavan, 531-533 High Rd, Wembley, Middx, HA0 2DJ (020 8795 3777) Wembley Central tube/rail. Meal for two with drinks and service: around £35.

Sardo Canale

A sleeker venue than its Fitzrovia parent, Sardo Canale (it's by the Regent's Canal) brings authentic Sardinian ingredients and dishes to Primrose Hill. Skip the familiar Italian favourites and go for tuna 'bresaola', shellfish and fregola combos.

Sardo Canale, 42 Gloucester Avenue, NW1 8JD (020 7722 2800/ www.sardocanale.com) Chalk Farm tube. Meal for two with wine and service: around £100.

Tobia

Catch it while you can, because this excellent little Ethiopian restaurant is planning to up-sticks and move elsewhere in the near future. The cooking is great; veggies will find plenty to satisfy, and Wednesday and Friday are meat-free and dairy-free in accordance with the tenets of the Coptic Christian church.

Tobia, First Floor, Ethiopian Community Centre, 2a Lithos Rd, NW3 6EF (020 7431 4213/ www.tobiarestaurant.co.uk) Finchley Rd tube. Meal for two with wine, coffee ceremony and service: around £50.

The Vine

This old Edwardian building secretes a pleasing rear courtyard garden, covered and heated, for casual dining. The reliable modern British food includes seared scallops with chilli jam, a very fine burger with bacon and Montgomery's cheddar, and homely sticky toffee pudding.

The Vine, 86 Highgate Rd, NW5 1PB (020 7209 0038/ www.thevinelondon.co.uk) Kentish Town tube/rail. Meal for two with wine and service: around £60.

South

Baltic

VODKA AND BLINIS

Polish-based cuisine taken to a higher level - perfect for chilly weather.

Pierogis are light and crepe-like; the smoked salmon served with the blinis is firm. To finish, poppy-seed cake fresher than a Baltic breeze. To drink, vodka of course.

Baltic, 74 Blackfriars Rd, SE1 (020 7928 1111) Southwark tube. Meal for two with wine and service: around £85.

Butlers Wharf Chop House

NEW ENTRY Dark pure-bred White Park beef (one of the UK's oldest and rarest breeds of cattle), steak and kidney pudding (with or without oysters) and a three-bird roast makes Sunday lunch a foregone conclusion.

Butlers Wharf Chop House, Butlers Wharf Building, 36E Shad Thames, SE1 2YE (020 7403 3403/ www.conran.com) London Bridge tube/rail. Meal for two with drinks and service: around £85.Set meals two courses £22, three courses £26.

Chez Bruce

Ten years old and Chez Bruce is so classily comfortable it feels like a favourite pair of Gucci loafers. Food is primarily French, but reaches along the Med with dishes such as imam bayildi and risotto of gorgonzola and Jerusalem artichoke with walnuts and chives.

Chez Bruce, 2 Bellevue Rd, SW17 7EG (020 8672 0114/ www.chezbruce.co.uk) Wandsworth Common rail. Meal for two with wine and service: around £100.

Chosan

Sushi, grilled dishes, kushiage, and a long list of chef's specials and seasonal offerings - choice is varied enough to keep diners returning often to this popular Japanese restaurant crammed with tables and curios.

Chosan, 292 Upper Richmond Rd, SW15 6TH (020 8788 9626) East Putney tube. Meal for two with wine and service: around £65.

Grafton House

NEW ENTRY See The hot five.

Grafton House, 13-19 Old Town, SW4 0JT (020 7498 5559) Clapham Common tube. Meal for two with wine and service: around £60.

Lamberts

NEW ENTRY Credible food producers are name-checked on the hearty modern British menu of this enticingly comfortable local. The wide-ranging wine list has several good bottles at fair prices too.

Lamberts, 2 Station Parade, Balham High Rd, SW12 9AZ (020 8675 2233/ www.lambertsrestaurant.com) Balham tube/rail. Meal for two with drinks and service: around £85.

Nando's

The South African peri-peri chicken chain has a new flagship in an impressively atmospheric conversion beneath the railway arches near Borough Market.

Nando's, 225-227 Clink St, SE1 9BY (020 7357 8662) London Bridge tube/rail. Meal for two with drinks and service: around £45.

Roast

Iqbal Wahhab's celebration of the best in British cuisine is a crowning achievement. There's a large spit oven roasting ribs of beef, suckling pig, and game, come-hither puds, the best sparkling English wines, plus fine beers including Jacobite ale by Traquair House.

Roast, Floral Hall, Stoney St, SE1 1TL (020 7940 1300/ www.roast-restaurant.com) London Bridge tube/rail. Meal for two with drinks and service: around £110.

The Victoria

NEW ENTRY Huge sunlit gastropub with first-rate cooking to match the premium prices. Traditionally matured Charolals beef reared in Oxfordshire features on Darren Archer's tempting menu, as do plenty of rib-sticking, wintry puds.

Victoria, 10 West Temple Sheen, SW14 7RT (020 8876 4238/ www.thevictoria.net.) Mortlake rail, Meal for two with drinks and service: around £75.

East

Canteen

GREAT OLD-SCHOOL FOOD

Set in the new development next to Old Spitalfields Market, Canteen has clean modernist lines and old-school grub; own-made baked beans, pork scratchings, mutton pie and comfort puds.

Canteen, Unit 2, Crispin Place, off Brushfield St, E1 6DW (0845 686 1122/ www.canteen.co.uk) Liverpool St tube/rail. Meal for two with drinks and service: around £65.

Chicchi

Modern Italian coffee lounge with internet cafe and foods including sandwiches made with fresh Italian bread, hot pasta dishes and pasta salads. The cakes and desserts are especially good, as is the authentic espresso.

Chicchi, 516 Roman Rd, E3 5ES (020 8141 4190) Bow Rd tube/DLR. Lunch for two with coffee and cake: around £15.

Cay Tre

Delightful Vletnamese restaurant with an interesting menu a cut above many of its local rivals. Ravishing monkfish, and catfish in caramel sauce are among the dishes we've enjoyed. The service is excellent too.

Cay Tre, 301 Old St, EC1V 9LA (020 7729 8662) Old St tube/rail. Meal for two with wine and service: around £45.

The Gun

GASTROPUB OF THE YEAR 2005

Inviting gastropub full of cosy nooks and crannies. Eat in the bar or the more formal dining room, while in better weather head for the sun deck or stunning river terrace. The fish comes direct from nearby Billingsgate Market.

The Gun, 27 Coldharbour, Isle of Dogs, E14 9NS (020 7515 5222/ www.thegundocklands.com) Canary Wharf tube/DLR or South Quay DLR. Meal for two with wine and service: around £69.

Hubbub

NEW ENTRY Friendly budget cafe and restaurant in the Isle of Dogs' art centre. Dinner menus cater to all palates: think wild boar sausages with red wine gravy and mash, or salad of roast pumpkin, feta, olives and honey-balsamic dressing.

Hubbub, 269 Westferry Road, E14 3RS (020 7515 5577/ www.hubbubcafebar.com) Mudchute DLR. Dinner for two with wine and service: around £55.

Mandarin Palace

NEW ENTRY Charming chinoiserie-laden venue that might be described as !lford's best restaurant - and it's MSG-free. Skip the familiar dishes of the regular menu and opt for the intriguing chef's specials. There's plenty for vegetarians, too.

Mandarin Palace, 559-561 Cranbrook Rd, Gants Hill, Ilford, Essex, IG2 6JZ (020 8550 7661) Gants Hill tube. Dinner for two with wine and service: around £55.

Mangal Ocakbasi

Despite ever-growing competition in the area, the original Mangal keeps serving top-quality grilled food and is much appreciated for it. It's worth doing what the locals do and ask for dishes not on display, maybe a stew or lahmacun (Turkish pizza). Cold starters such as houmous and cacik are served in large portions and the bread here is good and plentiful.

Mangal is no longer as cheap as it once was, but that's only relative.

Mangal Ocakbasi, 10 Arcola St, E8 2DJ (020 7275 8981) Dalston Kingsland rail. Unlicensed; no corkage charge. Meal for two with soft drinks and service: around £30.

West

11 Abingdon Road

NEW ENTRY See The hot five.

11 Abingdon Road, 11 Abingdon Rd,W8 6AH (020 7937 0120) High St Kensington tube. Meal for two with wine and service: around £85. Set menu: two courses £12.50.

Black & Blue

NEW ENTRY Foie gras burgers are included on the new menu of this well-done steakhouse chainlet. There are other branches in Belsize Park, Notting Hill and on Wigmore Street, W1, with more openings to follow soon.

Black & Blue, 105 Gloucester Rd, SW7 4SS (020 7244 7666/ www.blackandblue.biz) Gloucester Rd tube, Meal for two with wine and service: around £75.

Cambio de Tercio

NEW ENTRY Lauded Spanish restaurant that successfully blends the modern (duck liver mousse with Coca-Cola and rum jelly and lemon snow) with the traditional (plate of Iberico ham). The encyclopaedic wine list is premium priced, and there's a choice of 11 sherries by the glass.

Cambio de Tercio, 163 Old Brompton Rd, SW5 0JL (020 7244 8970/ www.cambiodetercioco.uk) Gioucester Rd or South Kensington tube. Meal for two with wine and service: around £85.

The inn at Kew Gardens

Sympathetically restored Victorian pub with a great list of real ales, plus menu featuring enticements such as sweet pumpkin risotto and pan-fried sea bass with a colourful pepper salad.

The Inn at Kew Gardens, 292 Sandycombe Rd, Kew, TW9 3NG (020 8940 2220) Kew Gardens rail. Meal for two with wine and service: around £45.

Nectar

WHERE TO DRINK MEAD

Stylish open-plan bar with retro wallpaper and a drinks menu that is not so much vintage as days of yore, thanks to a focus on mead, which comes from Lurgashall in West Sussex. Cool Britannia indeed.

Nectar, 562 King's Rd, SW6 2DZ (020 7326 7450) Fulham Broadway tube.

Sam's Brasserie and Bar

Rick Stein is one of the backers of this snazzily converted former paper factory offering all-day dining and drinking at approachable prices. Plenty of Italian dishes on the modern European menu.

Sam's Brasserie and Bar, 11 Barley Mow Passage, W4 4PH (020 8987 0555) Chiswick Park or Turnham Green tube, Meal for two with wine and service: around £80.

The Tea Palace

BEST FOR ROMANTICS

A tearoom by day, The Tea Palace has recently started opening in the evenings (Wed-Sat) for dinner, with a menu serving dishes such as marinated herrings, roast haunch of venison, roast pork belly or desserts such as jasmine and orange panna cotta served with a giant cantucci. The newness of the evening menu means The Tea Palace is still relatively undiscovered, making it a perfect venue for a quiet romantic dinner.

The Tea Palace, 175 Westbourne Grove, W11 2FB (020 7727 2600/ www.teapalace.co.uk) Notting Hill Gate tube, Tea for two with scones and service: around £20.

Tosa

JAPANESE CHARCOAL GRILL

The charcoal grill takes centre stage in this Japanese restaurant, which majors on grilled titbits (chicken thighs and liver, yes, but also more unusual items such as quails' eggs, ox tongue and asparagus wrapped in pork belly).

Tosa, 332 King St, W6 0RR (020 8748 0002) Ravenscourt Park or Stamford Brook tube. Meal for two with drinks and service: around £55.

THE HOT FIVE

This week's pick of the 50

- 1. 11 Abingdon Road Little brother to Sonny's of Barnes, a tastefully smart-casual Mod Euro restaurant with seasonal food. Delish.
- 2. Breakfast Club Your new morning pitstop for gooey toasties, Special K, OJ and decent espresso.
- 3. Grafton House

Lounge bar and grill with good value dishes of organic meats and poultry, and properly made rum cocktails.

- 4. Green Note International veggie restaurant with jazz music nights bringing a healthy groove to Camden's clubland.
- 5. The Terrace

Danish building, Caribbean flavours, Camden Council: Patrick Williams's unusually smart park cafe for the legal eagles of Lincoln's Inn Fields.

STILL HUNGRY?

Find thousands more reviews on our dedicated food and drink website eatdrink.timeout.com for an annual subscription of £9.99. Have a two-week trial free. Or grab a copy of the new 2006 edition of the 'Time Out Eating & Drinking Guide' from all good bookshops and at www.timeout.com/shop (where it's £3 cheaper).

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Free smoothles, today until Friday

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Free smoothies, today until Friday

If you're looking for a wholesome and nutritious lunch, pop into CRUSSH, the juice bars set up with the purpose of providing Londoners with a healthier alternative without losing the taste. Made-to-order smoothies and freshly squeezed juices headline the menu, which also includes sandwiches, salads, soups and wraps made with natural, organic, free-range and tolerance-friendly ingredients where possible.

To celebrate the opening of the Jubilee Place store in Canary Wharf, PS readers can get a free medium smoothie or juice when buying any salad, sandwich, soup or wrap at **CRUSSH**. Take your copy of the Evening Standard to any **CRUSSH** store until Friday 22 July. Offer restricted to one offer per customer per day. For your nearest store, visit www.crussh.com.

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THE

Home news Smoked salmon and E coli served at top social events

Valerie Elliott Consumer Editor 630 words 7 July 2005 The Times 14 English (c) 2005 Times Newspapers Limited. All rights reserved

Eating out at some of the country's leading leisure and sporting venues could be harmful to health, consumer watchdogs say.

An investigation of takeaway outlets at key events in the social calendar found that hygiene controls were so poor that consumers were at risk. Only a quarter of foods sampled at Cheltenham Racecourse on Gold Cup day passed stringent laboratory tests, compared with half at the antiques fair at Newark showground, Nottinghamshire.

Every cold item bought and tested at Cheltenham, Newark, and at an England rugby match at Twickenham failed tests. The food had been kept at the wrong temperature or had faecal contamination.

A smoked salmon sandwich bought from the Cottage Rake Bar at Cheltenham contained Listeria monocytogenes, a bacteria that can cause septicaemia.

A crepe bought from Normandie Crepes at the Ideal Home Exhibition at Earl's Court, London, had high levels of E.coli, which can cause sickness and diarrhoea.

High levels of Staphylococcus aureus were found in a bacon sandwich from Upper Crust at Twickenham and the same bacteria were found in a chicken caesar salad bought from **Crussh** at Earl's Court.

High levels of Bacillus cereus, which can cause diarrhoea and vomiting, were also found on chicken tikka and rice bought from Lazeez Express at Twickenham. This bacterium is common in reheated rice.

A salad nicoise from Pizza Express at Earl's Court contained pseudomonas that cause food to smell, taste and look off. It also contained enterobacteriaceae, which indicate insufficient cooking or contamination from dirty equipment or raw meat, and thermotolerant coliforms, which are a sign of poor personal hygiene among food-handling staff.

A fifth of all foods tested showed levels of bacteria indicating faecal contamination. The report Dangerous Days Out gives a clean bill of health only to a third of the food tested at the four venues.

The survey was part of the Which? campaign for all food hygiene inspections to be made public. Malcolm Coles, Editor of Which?, said: "We think the threat of poor hygiene inspection results being made public will persuade food traders to clean up their act, so we'll keep pushing for this to happen. Many of the problems we found could easily be avoided if staff were better trained."

All Leisure, the catering company at Cheltenham Racecourse, said that it had not received any complaints about food served during the Gold Cup and that it had "an exemplary record" in hygiene and food safety. The company also challenged the factual accuracy of the tests but said that it would thoroughly review all its procedures and staff training.

Twickenham Experience, which provides hospitality at the stadium, said that it had received only one complaint in five years and its health and hygiene record was excellent.

Paul Lillicrap, general catering manager at Newark showground, said that catering for the event had been sub-contracted to numerous caterers.

www.timesonline.co.uk/foodandwine_recipes for healthy eating

BEWARE OF THE TAKEAWAY

ANTIQUES FAIR, NEWARK Feb 2005

Of 18 hot samples there were 9 passes and 9 warnings (indicating a level of micro-organisms close to unacceptable). All 3 chilled items failed; 2 room temperature items passed

RUGBY AT TWICKENHAM Dec 2004

16 hot samples: 8 passes, 6 warnings, 2 fails.

All 4 chilled items failed.

Two room temperature items: 1 pass, 1 warning

IDEAL HOME SHOW, EARL'S COURT March 2005

13 hot samples: 6 passes, 4 warnings, 4 fails.

Chilled: 1 pass, 8 fails. Room temperature: 2 passes

GOLD CUP DAY, CHELTENHAM RACECOURSE March 2005

12 hot samples: 6 passes, 2 warnings, 4 fails.

11 chilled items failed.

One warning for room temperature item

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Document T000000020050707e17700032

The Daily Telegraph

News: Food at sports events fails the hygiene test

By Richard Alleyne 477 words 7 July 2005 The Daily Telegraph 015 English (c) 2005 Telegraph Group Limited, London

ALMOST all chilled food served at many leading sports and leisure events falls below basic hygiene standards, it emerged yesterday. All but one of the meals tested at four big events, including the Cheltenham Gold Cup and the Ideal Home Show, failed industry standards and public health guidelines, an investigation by a team from Which? magazine found. Some of the more serious breaches included listeria in a smoked salmon sandwich, e.coli in a crepe and staphylococcus in a chicken caesar salad. Only a third of the food tested managed a clean bill of health and a fifth had "unacceptably high" levels of bacteria caused by faecal contamination. Which? sent a food safety consultant and a microbiologist to events held between December 2004 and March 2005 at Twickenham stadium in west London, an antiques fair at Newark County Showground, Notts, the Ideal Home Show at Earls Court in London, and Gold Cup Day at Cheltenham Racecourse.

The inspectors bought 93 hot, chilled and room temperature foods from 47 food vans and stalls across the four events. Each sample was tested by an accredited laboratory for a range of bacteria including e.coli, bacillus, listeria, salmonella and mould. Which? said all the chilled food bought at Newark, Cheltenham, and Twickenham failed the tests, either because it was stored at the wrong temperature or contaminated by dirty hands or equipment. All but one of the nine tested at the Ideal Home Show also failed. Only a quarter of foods sampled at Cheltenham Racecourse on Gold Cup Day passed the tests, compared with almost half at the Newark County Showground antiques fair. Some of the cases highlighted by Which? were a smoked salmon sandwich containing listeria monocytogenes bought at the Cottage Rake Bar at Cheltenham. This bacteria can cause septicaemia and even miscarriage in pregnant women, the consumer group said. The inspectors also found e.coli, which can cause diarrhoea and vomiting, on a crepe bought from Normandie Crepes at Earls Court. They discovered staphylococcus aureus, which can cause stomach upsets, in a chicken caesar salad bought from the Crussh outlet at the same venue. A BLT sandwich from a stall at Twickenham stadium also contained high levels of this bacteria. Only the chilled food tested at Newark County Showground failed the Which? tests, but its inspectors criticised some stalls for having food debris around their counters. All Leisure, which provided the catering at Twickenham and Cheltenham, said its on-site catering had an "exemplary record in hygiene and food safety" but it had since carried out an investigation. Crussh said it was reviewing its procedures and Clifton Environmental Services, for Normandie Crepes, said it had received no complaints about food poisoning. Earls Court said it is working "closely with all the outlets involved to prevent a recurrence".

Document DT00000020050707e1770003p



Guardian Home Pages
The Ideal Home Show in west London Photograph: Sarah Lee

173 words
7 July 2005
The Guardian
16
English
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The Ideal Home Show in west London Photograph: Sarah Lee

Ideal Home Show, Earl's Court, March 15 2004

High levels of Staphylococcus aureus, heat tolerant coliforms, pseudomonas, and enterobacteriaceae were found in a chicken caesar salad, plus high E coli levels on a feta wrap from a Crussh outlet at Earl's Court 2. E coli can indicate faecal contamination. Other bacteria suggest poor hygiene or inadequate cooking.

High levels of contamination with several bacteria were also found on a green pesto salad from a Dash outlet in Earl's Court 2. A salad nicoise from Pizza Express contained high levels of pseudomonas and enterobacteriaceae.

A crepe from Normandie Crepes at Earl's Court 1 had high levels of E coli and heat tolerant coliforms. **Crussh** and Pizza Express said they would review their procedures. Normandie Crepes said it had received no complaints of food poisoning. Earl's Court organisers said they were working to put new checks in.

Document GRDN000020050706e177000cw

FT FINANCIAL TIMES World business newspaper

BUSINESS LIFE Why smoothie operators must move fast to bear fruit.

By JONATHAN GUTHRIE
1,045 words
6 July 2005
Financial Times
London Ed1
Page 13
English
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I recently conceded that my brainchild, the Brummy Diet, was never going to earn me the millions generated by its lucrative forebear from Beverly Hills. Subsisting on spicy balti curries washed down with beer had not, disappointingly, given me the toned body of sprinter Mark Lewis Francis. Instead, I resembled a cross between Jasper Carrott and a Weeble.

So I have been haunting the juice bar in the shopping centre opposite my office, substituting a smoothie – a fruit and low-fat yoghurt shake – for the sandwiches, curries or alcohol available nearby. Paying more than Pounds 2 for lunchtime refreshment containing neither booze nor dripping goes against the grain. But I fear the fate of the over-eaters in tabloid reports, who are crane-lifted out of windows when they no longer fit through their front doors.

This means I can see the logic of plans for a juice bar chain conceived by Nick and Andrew Wood, whose business, Fruit Boost, was runner-up in last month's Shell LiveWiRE awards for young entrepreneurs. In a year's trading the brothers have generated impressive sales at two small outlets in Liverpool and Chester. They believe public enthusiasm for healthy eating will support a mini-chain across the North West, their stepping stone to a national presence.

This may be an idea whose time has come. Subway, which markets its sandwiches as a healthy alternative to burgers, is expanding rapidly in the UK. And Innocent, which sells premium smoothies through supermarkets, has been a great entrepreneurial success story. Set up in 1998, the company is set to generate sales of Pounds 30m this year, thanks to good products and droll marketing.

It is hard to examine beverage chains that exploit lifestyle shifts without remembering the coffee bar land-grab of the 1990s. Then, a plethora of chains scrapped for the best pitches from which to dispense their frankly rather insipid wares. Pioneers, such as the Seattle Coffee Company, made millions when the founders sold out.

Could coffee wars be followed by a juice bar barney? Nick Wood says he is inspired by Boost Juice, a fast-growing smoothie chain he encountered in Australia: "I thought it was fantastic you could get a food item on the go that was healthy and made you feel good." Janine Allis, who founded Boost Juice, is the darling of the Australian business pages, having set up 175 outlets since 2000.

But in Oz, venturing outside in summer can feel like climbing into an oven heated to gas mark six. Your need for a cold drink is then as urgent as the caffeine addict's craving for coffee. The appeal of smoothies, which often include crushed ice, is surely lessened by England's cold and rain. Mr Wood put his plans to imitate Boost Juice on hold for this reason. He only revived them after visiting a West Country surf resort, where he "saw a juice bar that was very busy even in freezing weather".

There is a good chance that that bar was supplied by Projuice, the business of former sales executive Paul Ford. This sells machinery and ingredients to 40 independent outlets that have spread out from a Devon base, even reaching my local shopping centre in picturesque Edgbaston. Mr Ford says: "The potential of juice bars is huge." In a couple of years he expects to service 100 independent juice bars as well as 30 Projuice franchises.

Similarly, Zumo, a Dublin-based juice bar chain, has grown to 18 outlets across the island of Ireland in four years. This is despite a small market and weather even wetter than in -England, where Zumo is also keen to expand through franchising.

A risk warning is in order for anyone planning to join the juice bar gold rush by investing in a shop, a juicer and sacks of fruit and wheatgrass - an ingredient that removes "toxins", whatever those are. We have been here before. In the late 1990s there was a flush of newspaper articles talking up the potential for big juice chains, based on similar hopeful young businesses.

It did not happen. Chris Fung, managing director of **Crussh**, a rare survivor, says: "A lot of people are getting into juice bars now, but it is tougher than it looks." He laughs if you mention the push factor of the obesity scare. "If the British public did what the media told them, there would be a million juice bars,"

says Mr Fung, who comes from health-conscious Australia. The "minute or two" it takes to make a fresh smoothie can be too long for the time paupers of central London. And the UK is simply "not hot enough for long enough".

Crussh has taken seven years to open 12 London juice bars, though it hopes to add 18 by 2009. The progress of US juice bars has also been respectable rather than astounding. Over 16 years, Jamba Juice, one of the biggest, has opened about 500 outlets. That compares with Starbucks' 6,700 stores. Dan Titus of Californian consultancy Juice Gallery estimates yearly US juice bar sales at Dollars 2.1bn (Pounds 1.2bn), against Dollars 440bn for the whole restaurant and fast food trade.

I think Andrew Balon, a co-founder of Innocent, has it about right when he predicts there will be no more than "a couple of good businesses" among the UK's nascent juice bar chains. He says Innocent has a relatively strong position because its smoothies are sold through supermarkets, where consumers tend to be creatures of habit. When it comes to grabbing sustenance on the go, such as a smoothie, they are impulse buyers. This exposes juice bars to greater volatility in sales as fashions and weather fluctuate. Juice boosters such as the Wood brothers will need to build their chains fast to outpace copycats, through sharp marketing and disciplined management. Then they should be able to sell out for millions.

I reckon they need to refine their products, though. How about the beer smoothie, made with detoxifying organic hops? Throw in an onion bhaji wrap and you would have a healthy meal option even I could commit to.

20050706L113.048

Document FTFT000020050706e1760001u



FT.com site: Jonathan Guthrie: Smoothie operators could lose it.

Jonathan Guthrie 1,054 words 5 July 2005 Financial Times (FT.Com) English (c) 2005 The Financial Times Limited. All rights reserved

I recently conceded that my brainchild, the Brummy Diet, was never going to earn me the millions generated by its lucrative forebear from Beverly Hills. Subsisting on spicy balti curries washed down with beer had not, disappointingly, given me the toned body of sprinter Mark Lewis Francis. Instead, I resembled a cross between Jasper -Carrott and a Weeble.

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Document FTCOM00020050706e17500011

Careers: Just the Job - Head of marketing, Crussh

135 words 11 May 2005 Marketing 83 English

English
(c) Marketing, a Haymarket publication , for more information visit or email info@brandrepublic.com

Crussh is a pioneer in the alternative health foods market. Jo Maer, who describes herself as chief juice and smoothy concocter, is involved in product development, from concept to delivery.

Her role involves conducting market research from one of 12 outlets, taste-testing new products and checking nutritional content. Once the product is developed, it is Maer's remit to come up with a catchy name and market it.

At the start of this year, she came up with Green Goddess - a detox beverage made from natural produce - targeting the New Year's resolution brigade.

A vital part of the role is to keep up with the latest diets and fads.

Document MKTG000020050511e15b00032

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6 Wolverhampton and Dudley 1,675 Pubs 7 McDonald's 1,235 QSR McDonald's Company...
Forbes Mutch
1,566 words
1 February 2005
Chain Leader
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 6 Wolverhampton
    and Dudley 1,675 Pubs
7 McDonald's
    1,235 QSR
McDonald's Company owned
8 Greggs
                 1,229 Sandwich bars
   Greggs, Bakers Oven
9 Whitbread
   Restaurants
   1,224 Restaurants
Pizza Hut, Beefeater, Brewers
10 Yum!
   1,167 QSR
KFC, Pizza Hut
11 Compass
                957 Sandwich bars,
   Restaurants
Upper Crust, Harry Ramsden, Lemon Tree
12 Wellington
   Pub Company
   835 Pubs
13 Avebury Taverns
   772 Pubs
14 Burger King
   740 QSR
Burger King
15 London &
   Edinburgh Inns
   730 Pubs
16 County Estate
   Management
   650 Pubs
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17 JD Wetherspoon

646 Pubs

18 TDR/Capricorn

595 Restaurants

Nandos, Pizza Express, Café Pasta, Jo Schmo's

19 Trust Inns

505 Pubs

20 Burtonwood

460 Pubs

21 Pyramid Pub Co

433 Pubs

22 Starbucks

417 Coffee bars

Starbucks

23 Daniel Thwaites

407 Pubs

24 Subway

400 Sandwich bars

Subway

25 Frederic Robinson

398 Pubs

26 Globe Pub

Company

364 Pubs

27 Shepherd Neame

371 Pubs

28 Domino's

330 QSR

Domino's

29 Luminar

314 Pubs

30 Permira

297 Restaurants

Little Chef

31 Charles Wells

277 Pubs

32 Wimpy

274 Restaurants

Wimpy

33 Restaurant Group

256 Restaurants

Frankie & Benny's, Caffe

Uno, Garfunkels,

Chiquito, Est Est Est

34 Hardys & Hansons

251 Pubs

35 Wadworth & Co

249 Pubs

36 Hall & Woodhouse

247 Pubs

37 Fuller Smith & Turner

242 Pubs

38 Admiral Taverns

241 Pubs

39 Heritage Pub Co

240 Pubs

40 SA Brain

221 Pubs

41Young & Co

208 Pubs

42 GI Group

206 Pubs, Bars

Yates', Ha! Ha!

43 Samuel Smith

205 Pubs

44 Caffè Nero

185 QSR

Caffè Nero

45 Papa John's

181 QSR

Papa Johns,

Perfect Pizza

46 Marks and

Spencer

180 Coffee bars

Cafè Revive

47 Eldridge Pope

179 Pubs

48 Laurel Pub

Company

Neighbourhood

Pubs

170 Pubs

Hogshead, Champion

49 JW Lees

170 Pubs

50 Belhaven Pubs

164 Pubs

51 St Austell Brewery

161 Pubs

52 SFI Group

158 Pubs

Slug and Lettuce,

LittenTree, Bar Med

53Tragus

157 Restaurants

Cafè Rouge, Bella

Pasta, Mamma Amalfi

54 Baskin Robbins

150 QSR

Baskin Robbins

55 Caledonian

Heritable

150 Pubs

56 Nestle

147 Restaurants

Cafè Nescafe

57 Barracuda Group

139 Pubs

58 Everards

136 Pubs

59 McMullen & Son

133 Pubs

60 Jennings

130 Pubs

61 Joseph Holt

127 Pubs

62 Noble House

Leisure

125 Pubs, Restaurants

Jim Thompsons, Yellow River<27A4>

63 Pret a Manger

125 Sandwich bars

Pret a Manger

64 O'Brien's

123 Sandwich bars

O'Brien's

65 George Gale & Co

111 Pubs

66 Arkell's Brewery

104 Pubs

67 Brakspear

103 Pubs

68 Heavitree Brewery

101 Pubs

69 Segafredo Zanetti

100 QSR

Puccino's

70 Pubs 'n' Bars

98 Pubs

71 CI Traders

97 Pubs

Blubeckers, Edwinns

72 Honeycombe Leisure

92 Pubs

73 Adnams

86 Pubs

74 BB's

84 QSR

BB's

75 Felinfoel Brewery

84 Pubs

76 Regent Inns

83 Pubs

Walkabout, Jongleurs

77 Out of Town

Restaurants Group

81 QSR, Restaurants

Bradwell's, Fresh, Bitz

and Pizza

78 TD Ridley

76 Pubs

79 Hydes' Brewery

75 Pubs

80 Celtic Inns

72 Pubs

81 Millies Cookies

71 QSR

82 Elizabeth

Holdings

70 Pubs Lease

83 George

Bateman

66 Pubs

84 Mitchells of

Lancaster

- 66 Pubs
- 85 Valleyhill
- 66 Pubs
- 86 Benjy's
- 65 QSR

Benjy's

- 87 Mill House Inns
- 62 Pubs
- 88 General Mills
- 61 QSR

Haagen-Dazs

- 89 Heron & Brearley
- 58 Pubs
- 90 Town Centre Restaurants
- 57 Restaurants

Cafè Giardino, Auberge

91 Pub People

Company

- 55 Pubs
- 92 JC & RH Palmer
- 54 Pubs
- 93 Unilever
- 53 QSR

Ben & Jerry's

- 94 Daisychain Inns
- 52 Pubs
- 95 JT Davies
- 52 Pubs
- 96 Haagen Dazs
- 51 Restaurants

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Haagen Dazs

97 Coffee Republic

50 Coffee bars

Coffee Republic

98 DPP Restaurants

49 Restaurants

Deep Pan Pizza

99 Gray & Sons

49 Pubs

100 New Century

Inns

49 Pubs

101 Davy and

Company

48 Pubs

102 Ponti's

48 Restaurants

Ponti's, Caffe Italia

103 Chapman

Group

47 Pubs

104 Restaurant

People Group

47 Restaurants

La Tasca

105 Corporate

Catering

Company

45 Pubs

106 Harvey & Son

45 Pubs

107 Randalls Vautier

45 Pubs

108 Inventive

Leisure

44 Bars

109 Tadcaster Pub

Company

43 Pubs

110 Elgoods

42 Pubs

111 Hook Norton

42 Pubs

112 Prezzo

40 Restaurants

Prezzo

113 Dorbiere

38 Pubs

114 Eat

38 QSR

EAT

115 Sovereign Inns

37 Pubs

116 Great British

Pub Co

36 Pubs

117 Massive

36 Pubs

118 Thorley Taverns

36 Pubs

119 Carluccios

34 Restaurants

Carluccio's

120 Rosemount

Taverns

34 Pubs

121 Wessex Taverns

34 Pubs

122 CCT Group

33 Pubs

123 Kingdom

Taverns

33

Pubs

124 Camerons

32 Pubs

125 Delifrance

32 QSR

Delifrance

126 Dukedom

32 Pubs

127 Springwood

Leisure

32 Bars, Pubs

128 Spudulike

32 QSR

Spudulike

129 Ultimate

Leisure

32 Pubs

130 Wharfedale

Taverns

32 Pubs

131 Loch Fyne

31 Restaurants

Loch Fyne

132 Signature

Restaurants

31 Restaurants

Strada

133 Barter Inns

30 Pubs

134 Mercury Inns

30 Pubs

135 Sir John

Fitzgerald

30 Pubs

136 Taverna Inns

30 Pubs

137 The Bar Group

30 Pubs

138 Glendola

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Leisure
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29 Restaurants, Bars

Waxy O'Connor's <27A4>

139 Laing Holdings

28 Pubs

140 Peninsula Inns

28 Pubs

141 Thornton's

28 OSR

142 Urbium

28 Clubs, Pubs

Tiger Tiger

143 Welcome Break

27 QSR, Restaurants

Coffee Primo,

Red Hen

144 Barvest

26 Pubs

145 Capital Pub

Company

26 Pubs

146 Zelgrain

26 Pubs

147 Bagel Factory

25 QSR

Bagel Factory

148 Wagamama

25 Restaurants

Wagamama

149 Passionate Pub

Company

24 Pubs

150 Tynemill

24 Pubs

151 Urban Dining

24 Restaurants

Tootsie's

152 C-Side Holdings

23

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Pubs

153 Georgica

23 Pubs

154 Pizza Piazza

22 QSR

Pizza Piazza,

Pizza Organic

155 Bulldog Pubs

21 Pubs

156 Holden's

Brewery

21 Pubs

157 Paramount

21 Restaurants

Chez Gerard, Bertolrelli's

158 Balls Brothers

20 Pubs, Wine bars

159 Conran Restaurants

Group

20 Restaurants

160 Festival Inns

20 Pubs

161 Hartford

20 Restaurants, Bars

Jamies bars

162 Interpub

19 Restaurants

163 Maclay Group

19 Pubs

164 Sarumdale

19 Pubs

165 Yo! Sushi

19 Restaurants

Yo! Sushi

166 Inns & Leisure

18 Pubs

167 Oak Taverns

18 Pubs

168 RW

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Randall
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18 Pubs

169 Angus Steakhouse

17 Restaurants

Angus Steakhouse

170 Churchill Taverns

17 Pubs

171 Timothy Taylor

17 Pubs

172 Guest Trust

16 Pubs

173 McManus Pub

16 Pubs

174 Merlin Inns

16 Pubs

175 Cascade

15 Pubs

176 Donnington

Brewery

15 Pubs

177 Fat Cat Cafè Bars

15 Pubs

178 Geronimo Inns

15 Pubs

179 Marbury

Restaurants and

Taverns

15 Pubs

180 Market Taverns

15 Pubs

181 Style in the City

15 Pubs

182 Esquires

14 QSR

Esquires

183 Living Ventures

14 Pubs

184 Ma Potter's

14

Restaurants

Ma Potters Restaurant

185 Puzzle Pub Co

14 Pubs

186 Botanic Inns

12 Pubs

187 Harlequin Leisure

12 Restaurants

Ashoka

188 Ikea

12 In-store

Restaurants

Ikea

189 Tchibo

12 QSR

Tchibo

190 Cafè Med

11 Restaurants

Cafè Med

191 Corney & Barrow

11 Bars

Corney & Barrow

192 Hopback Brewery

11 Pubs

193 Aagrah

10 Restaurants

Aagrah

194 Clapham House

10 Restaurants

Bombay Bicycle Club,

Real Greek Restaurants,

Gourmet Burger

195 Front Page Pubs

10 Pubs

196 Gourmet Holdings

10 Restaurants

Richoux, Bel and the

Dragon

197

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Heathcotes
```

10 Restaurants

Simply Heathcotes

198 Highgate Brewery

10 Pubs

199 Pleisure

10 Pubs

200 Mithras Group

10 Pub, QSR

Chapters Deli, Mithras

Bar

201 Crussh

9 Juice Bars

Crussh

202 Henry J Bean's

9 Pubs

Henry J Bean's

203 Public Inns

Partnership

9 Pubs

204 Bagelmania

8 QSR

Bagelmania

206 Giraffe

8 QSR

Giraffe

206 Howies

8 Restaurants

207 Rank Leisure

8 Restaurants

Hard Rock Cafè

208 Aberdeen

Steakhouse

7 Restaurants

Aberdeen Steakhouse

209 Aroma Oriental

Buffet Restaurants

7 Restaurants

Aroma Oriental

Buffet

Restaurants

210 Cairn Leisure

7 Pubs

211 Chartcity

7 Pubs

Front Room

212 Englishe Inns

7 Pubs

213 Gaucho Grill

7 Restaurants

Gaucho Grill

214 Oi! Bagel

7 QSR

Oi! Bagel

215 Santa Fe

7 Restaurants

Santa Fe

216 Gordon Ramsay

Holdings

7 Restaurants

217 Metropolitan

Restaurants

7 Restaurants

Getti

218 Sbarro

7 QSR

Sbarro

219 Sofra

7 Restaurants

Sofra

220 Spaghetti House

7 Restaurants

Spaghetti House

221 Teesdale

Traditional

Taverns

7 Pubs

222 Whole Foods

Market

7 Restaurants

Fresh & Wild

223 Liverpool Brewing

6 Pubs

224 Loco

6 Restaurants

225 Marco Pierre

White Restaurants

6 Restaurants

Marco Pierre White

226 Mezzanine

6 Restaurants

Smollenskys

227 Outback

Steakhouse

6 Restaurants

228 Quaffins

6 Pubs

239 Royal China

6 QSR

230 Shere Khan

6 Restaurants

Shere Khan

231 Shire Taverns

6 Pubs

232 Spearmint Rhino

6 Pubs

233 Tiffinbites

6 QSR

Tiffinbites

234 Valemint

6 Pubs

235 A-Z Restaurants

5 Restaurants

236 Brodie's

5 Pubs

Brodie's

```
237 Deckers
```

5 Pubs

238 Eerie Pub

Company

5 Pubs

239 Fishworks

5 Restaurants

Fishworks

240 Gruppo

Restaurants

5 Restaurants

241 Japanese

Canteen

5 Restaurants

Japanese Canteen

242 Krispy Kreme

5 QSR

Krispy Kreme

243 Match Bars

5 Restaurants

244 Miso Noodle Bar

5 QSR

Miso Noodle Bar

245 Moshi Moshi

5 Restaurants

Moshi Moshi

246 Premier Taverns

5 Pubs

247 The Head of Steam

5 Pubs

248 Tripletotal

5 Pubs

249 Weaver Leisure

5 Pubs

250 Tripletotal

5 Pubs

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THE SECONTIMES

Features
Tasty takeaways on a high street near you; Food

Sejał Sukhadwala and Anna Shepard 567 words 6 November 2004 The Times Body & Soul 13 English (c) 2004 Times Newspapers Limited. All rights reserved

In our health-conscious age, fast food has become a dirty phrase. It's synonymous with all that is tasteless, poor quality and fattening: bland burgers, dubious kebabs, greasy chips and watery chicken nuggets.

Super Size Me, this year's most talked-about film, documented the harmful effects of super-sized meals, while debates about child obesity have raged throughout the year. No wonder that well-established chains have seen their profits plummet.

However, fast food need not be all bad. This year there has been a surprising upturn in places that offer fresh, unfussy food, cooked with good-quality ingredients, served in a jiffy. Order wisely -choose lean meats, salads, fresh vegetables, low-calorie dressings, and fruit -and "fast" can equate with "healthy". Even chains like McDonald's and KFC have cottoned on, introducing organic milk, salads and rice on their revamped menus.

Here we we take a look at six places whose ethos and diverse menus reflect this trend. All of them prove that, despite the bad press, fast food is here to stay. It has simply grown up -and has become wiser, leaner and tastier.

BABES'N'BURGERS

Launched in September, this organic burger joint, endorsed by the Soil Association, aims to "serve fresh food as fast as we can". Chargrilled burgers start at Pounds 2.75, with salt-and-pepper squid and sprout salads, all for under Pounds 10. The babes in question are young 'uns, as the restaurant has a nursery room.

275 Portobello Road, London W11, 020-7727 4163

YO! SUSH!

Small bundles of raw fish wrapped up in rice and washed down with green tea are a uniquely healthy lunch, from the trademark rotating conveyer belt. And, unlike other Japanese restaurants, prices have been kept low. www.yosushi.com; branches nationwide

SHISH

Pulling together Silk Route influences from Turkey to Turkmenistan, the two London branches of Shish, in Old Street (EC1) and Willesden Green (NW10), transform kebab culture into something sophisticated, healthy and tasty. A wide range of veggie-friendly mezze starters, at reasonable prices, is served in the large open-plan restaurants www.shish.com

CRUSSH

This juice chain opened its first branch in 1998 and its signature smoothies such as The Brainstorm -banana, apple, cranberry and a supplement made from ginko biloba and bilberry leaf powder -are a great way to top up daily doses of fruit and veg. Also on offer are gluten/wheat-free sandwiches.

www.crussh.com; branches throughout London

EAT

This sandwich-bar chain boasts 38 stores, from Birmingham to Bow, selling 35 different kinds of sandwiches and salads. The spicy crayfish noodle salad is a favourite, as are soups, such as Moroccan root vegetable with charmoulla. The constantly changing menu hinges on seasonal factors, fresh produce and customer feedback.

www.eatcafe.co.uk; branches nationwide

PROGRESO

This chain of fair-trade cafes opened its first outlet this week in Covent Garden, soon to be joined by another on Portobello Road, and 25 more by 2006. Where possible, all the ingredients used in the yoghurts, chocolates, biscuits, crisps and drinks are fair-trade. Progreso is owned jointly by Oxfam and coffee growers from the developing world. Other supporters include the actor Colin Firth.

www.progreso.org.uk; Thomas Neal Centre, Eartharn Street, London WC2

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Document T000000020041109e0b6000cb



Rival London sites revamp catering offer

107 words 13 October 2004 Marketing Event 4

(c) Marketing Event, a Haymarket publication , for more information visit or email info@brandrepublic.com

Rival London venues Earls Court and Olympia and Excel have upgraded their catering concepts.

High street chain **Crussh** Juice Bars has opened three outlets in Earls Court and Olympia specialising in juices, smoothies, soups, salads, sandwiches and wraps. The stores replace the now defunct Soup Opera company outlets.

Excel has teamed up with Whistlestop and SSP Specialist Brands to open a convenience store on the ground floor. The new facility replaces stand catering and allows exhibitors and organisers to pre-order and have items delivered.

Document MAREVE0020041013e0ad00006

Features
Health: Can your diet lunch really help you slim?

Words: Lynne Michelle 957 words 26 September 2004 The Sunday Mirror 46, 47 English (c) 2004 Mirror Group Ltd

These lunchtime products may seem slimmer-friendly - but are they? Our expert, nutritionist Ingrid Haitink*, gives her verdict...

Crussh Fat Burner Smoothie, £3.90

Per smoothie (450g): 351 cals, 8.1g protein, 70.2g carbs, 4.9g fat

"A good product - you"ll get at least two portions of fruit, and because it"s freshly made, you also get maximum antioxidant benefits. Using the whole fruit provides fibre too. However, its "fat burner" complex is a bit of a gimmick - for instance, it contains garcina which can block conversion of glucose to fat, but you"d need at least 500mg twice a day for any effect. It"s also low in protein, so I wouldn"t have it as lunch every day. A handful of nuts will make it a more balanced meal." 7/10

Fresh! Gourmet Organics Bugsy with Organic Carrot, Houmous, Watercress & Alfalfa Sprouts, £1.90

Per sandwich (195g): 296 cals, 11.3g protein, 47.3g carbs, 7.1g fat

"This is packed with all sorts of different nutrients. What I like most is that it's live, vibrant food full of enzymes - the things that act as catalysts for all the reactions in the body. They will help the digestion and speed the metabolism, so it's great for slimmers. Organic food tends to be higher in nutrients because it's grown in soil that's not been depleted by intensive farming. The houmous dressing will slow the energy release and keep blood sugar stable. Protein is on the low side, so team with a low-fat yoghurt." 9/10

X-Carb Salmon Fillet in Lemon Dill Sauce with Julienne Carrots & Fine Green Beans, £3.49

Per pack (400g): 344 cals, 25.6g protein, 7.6g carbs, 23.6g fat

"A generous serving and relatively unprocessed by ready meal standards. It's high in protein, so it will help avoid blood sugar slumps and afternoon nibbling. However, it's still a microwave meal, and cooking it will destroy a lot of antioxidants in the green beans and carrots, as well as essential fats in the salmon. I'd prefer to see it eaten with a salad to improve the carb-to-protein ratio and nutrient content. This is OK, but for low- carb, the Atkins salad is healthier." 6/10

New Covent Garden Food Co Seasonal Soup - Mediterranean Vegetables and Puy Lentils, £1.95

Per carton (600g): 234 cals, 12.6g protein, 40.8g carbs, 2.4g fat

"A great immune booster because there"s a good variety of veg containing lots of different antioxidants and nutrients. The onion and garlic have antibacterial, antiviral and decongestant activity - perfect for autumn and winter. It"s good to eat food in season because it's more likely to be locally grown and fresher. This soup"s fibre content is excellent and it also provides 1-2 vegetable servings. It is slightly low in calories, so you could team it with a wholegrain roll or have a healthy snack mid-afternoon to keep your metabolism up." 8/10

Pret a Manger Sushi Deluxe Toku-Jyo Set, £4.95

Per pack (235g): 418kcal, 16.3g protein, 73.5g carbs, 6.6g fat

"Not quite as healthy as it looks. It has the second-highest calories per 100g. It"s also 65% white rice, which has a high glycaemic index (GI) and affects blood sugar levels and hunger. However, the oily fish helps to counter this, so it needn"t derail your diet. The essential fats in the fish are good for the metabolism as well as the brain and immune system, but it"s lacking in antioxidants and it won"t count towards your five-a-day target. I"d suggest eating a side salad or a piece of fruit too." 6/10

Superdrug Slender Plan Chocolate and Hazelnut Meal Bar, £3.39 for three

Per bar (65g): 250 cals, 15.7g protein, 26.7g carbs, 7.1g fat

"This is horrendous. It"s a dreadful habit to substitute a real lunch with a chocolate bar, even one designed as a meal replacement. This contains hardly anything that"s any good for you. The carbs are almost entirely calorie-dense sugars, meaning you get little food for your 250 calories. They"ll also upset your blood sugar and leave you hungry and grumpy. It contains vitamins, but they"re artificial and likely to be poorly absorbed."

2/10

Atkins Gourmet Salad: Prawns & Poached Salmon, £3.49

Per pack (252g): 297 cals, 25g protein, 5g carbs, 20g fat

"I'm not a fan of high-protein diets, but this is a pretty good lunch. It"ll fill you up, and because it"s low in carbs, you won"t have any swings in blood sugar and mid-afternoon cravings. The egg is a perfect protein, and the salmon provides essential fats. It"s relatively unprocessed and contains a good veg portion, although salad leaves aren"t as rich in fibre and nutrients as other veg. I"d suggest having crudites or, if you"re not on Atkins, wholemeal crispbreads." 8/10

Boots Shapers Roast Chicken Salad Sub Roll, £2.40

Per sandwich (190g) 302 cals, 20g protein, 47g carbs, 3.6g fat,

"This isn"t a great choice. It"s very high in processed white carbs, like the refined flour, which are high GI and will upset blood sugar levels. There is protein from the chicken to balance this to some extent, but you will probably feel a bit hungry by the middle of the afternoon and tempted to snack. It"s also rather high in additives and low in nutrients." 4/10

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Features
3am: Surveillance

JESSICA CALLAN, EVA SIMPSON AND CAROLINE HEDLEY 52 words 10 September 2004 Mirror 21 English (c) 2004 Mirror Group Ltd

SAMANTHA Morton, left, dining in Gordon Ramsay"s restaurant at Claridges... Natalie Imbruglia in the Crussh juice bar, Mayfair... Sarah Lancashire in Tesco, Twickenham... James Nesbitt, dressed all in denim, ordering cigarettes at the River Room bar of the Lowry Hotel, Manchester...

Document DMIRR00020040910e09a00060



Features
3am: Surveillance

WITH JESSICA CALLAN, EVA SIMPSON AND CAROLINE HEDLEY 38 words 25 August 2004 Mirror 17 English (c) 2004 Mirror Group Ltd

NATALIE Imbruglia in **Crussh** juice bar, Mayfair... Hannah Spearitt at Selfridges, London... Michelle Ryan, left, getting out of her boyfriend"s new BMW in Chiswick High Street...

Document DMIRR00020040825e08p0004n

Evening Standard

PS DIARY.

28 JULY 172 words 27 July 2004 The Evening Standard English (c) 2004 Associated Newspapers. All rights reserved

JUICE bar Crussh has just launched a new energising summer smoothie. The Brazilian contains the acai berry (said to control cholestrol, boost the immune system, protect the heart and prevent prostate enlargement), pawpaw, banana, yoghurt and apple juice with a guarana booster. Crussh would like to offer PS readers a free small Brazilian smoothle tomorrow when you buy a sandwich or wrap just take this page with you to claim the free drink. To find your nearest store visit www.crussh.com.

6 SEPTEMBER

CREATING Accessible Events is a oneday seminar highlighting new legal requirements coming into force this October. The conference will look at ways of ensuring events are as accessible as possible, no matter what a delegate's disability might be. Aimed at both event organisers and event venues, speakers include representatives from Tourism for All and Disability Rights Commission. Venue: Royal College of Physicians, Regents Park, London. Fee: £225 (plus VAT). To book or to find out more visit www.meetpie.com/ registration/disability. asp.

Document NS00000020040727e07r0000v

Feature TV dinners.

James Garner 2,088 words 3 June 2004 Caterer & Hotelkeeper 28 English

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The standard of food served at the BBC has received its share of negative press over the years - but has it all changed now that the Beeb's staff have a swanky new restaurant?

No one can say it's been a quiet time at the BBC. There's been the very public row with the Government over the Gilligan affair; the resignation of its much-loved director-general, Greg Dyke; the appointment of a new DG, Mark Thompson; the Government's ongoing review of its charter; and, last but not least, a massive investment in its property portfolio, including a new staff restaurant.

The Beeb's new staff eatery is called Network Central and is situated in the White City complex in west London, which houses most of the administration staff of the organisation. It opened just six months ago, and its managers insist it's doing well. The redevelopment of the restaurant alone cost £5.2m - the biggest chunk of a massive £250m project to renovate the BBC's headquarters - and its operator, Compass, was central to the project, investing some cash, too.

Fitting, I suppose, that the world's biggest caterer provides the food for one of the world's biggest broadcasters. However, Compass isn't directly employed by the BBC; instead, it is subcontracted to run the catering by facilities management firm Land Securities Trillium (LST).

In the recent past the whole of the BBC's estate, including its buildings outside London, has been taken over by LST, and Compass has the contract to provide the catering. So far, only the contracts in London and Scotland have been mobilised, but they alone total 17 sites with 38 catering outlets and a turnover of £14m. The new Media Village at White City, which will be home to 6,000 BBC workers by September, has a projected turnover of £4m a year.

The restaurant is large: it now caters for 750 covers compared with 400 before. It was designed by architects Tilney Shane, who extended the previous restaurant into the courtyard area that runs through the middle of the White City building.

The staff were consulted extensively on the redevelopment, and their feedback was considered when the plans were drawn up. What they have now is massive choice and, according to Kate Lewis, catering manager for Compass at the BBC, it is going down well.

The concepts at the new restaurant involve the usual Compass brands, but they have been given a twist and combined with some new ideas.

"We easily have twice as many staff using the restaurant compared with before, but there are probably twice as many staff on site now. But the feedback has been good. They genuinely like the food, the service and the delivery," claims Lewis. "It has stepped away from being a canteen and it now has more of a restaurant/brasserie feel. Really, it is four different restaurants under one roof."

As well as the more traditional counters, such as a pizza area, carvery and theatre-style cooking, the restaurant includes new ideas such as Wild Greens, an upmarket salad bar, and Sandwich Central, a gourmet sandwich bar.

Both concepts are housed in circular hubs. The Wild Greens idea has been developed from Compass subsidiary Restaurant Associates' business in the USA and provides customers with a choice of salad ingredients with whatever dressings they like, plus maybe grilled chicken, which the service staff cook in front of the customer.

Your salad of choice is made up by the staff as you wait and is presented in a white bowl. It looks great, and the customers love the theatre and the freshness of the greens, radicchio, rocket and other salad varieties, says Lewis.

BBC chef Mark Geis, who was involved with the setting up of the restaurant, explains: "It is a premium-style salad, but no one grumbles about the price [£4.40]."

Presentation was also important. "You eat with your eyes, so we decided to present salad ideas in great presentation plates to entice the customer. That's why we used restaurant-style bowls for the salads rather than traditional 10in white plates."

If the customers want a more traditional salad bar, there are cheaper options in a self-serve salad area, and customers can also grab ready-made sandwiches. However, if they are looking for something more substantial, they can tuck in to the fresh filled ciabattas at Sandwich Central, which uses a wide range of breads and fillings. At this hub, too, there is a US influence, as customers can order big, overfilled sandwiches, US-style, packed with loads of shaved meat fillings - or more traditional offerings.

For ready-made fare, organic sandwiches and Fairtrade coffees and teas predominate. "The BBC customers wanted them. There is a strong ethical conscience within the staff," says Lewis.

Around the rest of the restaurant there is plenty of choice: there is a pizzeria baking fresh, thin-crust Italian-style pizzas, and an Italian service counter with fresh pasta dishes. Then there is a traditional carvery serving daily roasts, which was a must, says Lewis.

"There is always a traditional contingent, and the carvery is one of the favourites. When we have roast beef it just flies out of the door," claims Lewis.

One area that has proved a real hit with the customers is the theatre-style cookery of the World Food section, where chefs finish off Thai, Chinese and Indian dishes in front of the customers.

Tony Stephens, executive head chef at the BBC, says: "There's a lot of theatre, and that's great for the chefs and the customers. As a chef you have to talk to the customer, and it teaches you to be a natural salesman. You can't hide behind a wall any more, and the food is fresher, too."

"Our customer feedback shows the staff are keen on stir-fries and curries," agrees Lewis. There also a vegetarian option, and a plated food section, including pies, beans and chips. "You always have to have pies," she explains.

Then there is a grill bar and an area where omelettes are made to order. The grill bar cooks steaks, chops, and chicken served with grilled vegetables, such as courgettes, big beef tomatoes, mushrooms and bell peppers.

Lewis claims she hasn't got it all her own way at the site, despite it being a fair old plod to the alternative temptations of Shepherd's Bush. The redevelopment of the Media Village includes retail outlets from Starbucks, Tesco, the Post Office, Crussh and an Italian deli. A wine bar is soon to follow. "There is plenty of choice in the village. It is no way a done deal that the customers will choose us, but we are doing well so far," she says.

Other opportunities also exist to push the customer spend outside normal hours. The open space outside - termed the Network by the BBC - has also allowed more impromptu catering opportunities, says Lewis.

Bands are going to be playing in the open spaces and there will be a big screen put up for Euro 2004. Compass will be trialling a barbecue area to complement the alfresco entertainment. n

"It has stepped away from being a canteen and it now has more of a restaurant/brasserie feel. Really, it is four different restaurants under one roof"

Kate Lewis

Kate Lewis (above), Compass's catering manager at the BBC, oversees the new 750-seat restaurant at the White City office building (right)

It's your BBC

The massive £250m project to redevelop the BBC headquarters and property portfolio at White City has seen two new buildings built: the Broadcast Centre, home to the technical production staff, and the Media Centre, where the top brass are located.

The White City office building remains a testament to the past, although it, too, is having a makeover. It also houses the new staff restaurant, which was a central part of the BBC's plan to redevelop the site.

The Beeb's partner in all this is Land Securities Trillium (LST), the facilities management company. It now owns the land and has provided financial backing for the project. The BBC pays rent for the space and an annual charge for delivery of services and facilities.

The buildings have been designed to promote a "media village" atmosphere and a new, open BBC, but the principle behind the design is more serious than just being "media" and slightly wacky. "We are trying to create a community and a village here. It has a social heart as well as providing essential service facilities," says Les O'Gorman, general manager at LST.

He adds that the idea is rooted in commercial reality. The restaurant area, which has to be big to cater for the 6,500 people that will be on site from September, must be used for more than just mealtimes to ensure it pays its way.

So the space has been opened up to give it a business lounge feel. Laptop ports have been put in, so people can check their e-mail or do some work during coffee breaks, and the more relaxed and open areas can be used for impromptu meetings and creative sessions.

This is the same in the new Broadcast Centre, which has a café where lunch can be taken and restricted hot options are available. Both the new buildings and the spaces around them have been designed to be eco-friendly and can be personalised by the staff. Each level has four social hubs, which the divisions can theme themselves, and include such items as plasma TVs, table football and ping pong equipment.

A major beneficiary of all this has been the BBC's image as a leading corporate employer. It's a tough business attracting and keeping the best talent in the country, and trading on its image alone is no longer enough: the facilities and workplace environment has to offer more as well.

So far it is going well, says O'Gorman, and the catering is receiving good feedback, too, which he says is quite impressive considering the pain the BBC's employees went through while the restaurant was being rebuilt - among all the dust and noise of being in the middle of a building site, the staff had to put up with their restaurant being temporarily located in a giant marquee.

"You eat with your eyes... that's why we used restaurant-style bowls for the salads rather than traditional 10in white plates"

Mark Geis

Top: Les O'Gorman, general manager with Land Securities Trillium, which owns the land and provides facilities

Above: The Wild Greens salad bar hub came from a concept developed by Restaurant Associates in the USA

Left: BBC chef Mark Geis

Tony Stephens, executive head chef at the BBC, is a big fan of theatre-style cooking, for the freshness of the food and the selling skills gained by his chefs

What's on offer

Network Central - the Media Village Restaurant

Opening hours

8am to 11am

Noon to 2.15pm

Coffee Bar

Fresh bean-to-cup coffee, sandwiches and pastries

8.30am to 4.30pm

Also available in the Media Village

Grab and Go

8am to 7.30pm, seven days a week

Broadcast Café (in the Broadcast Centre)

7.30am to 10.30pm, moving to 24-hour service this summer

Sample menus from Network Central

Italian (£2.95)

- n Fresh pizzas
- n Linguine carbonara and garlic bread
- n Penne with roasted vegetable and goats' cheese sauce with garlic bread

World Food (£3.60)

- n Thai green chicken curry with fragrant jasmine rice
- n Peppered Chinese beef with egg fried rice

Traditional (£2.95)

- n Traditional cottage pie
- n Steak and ale casserole with dumplings
- n Roast leg of lamb served with a mint and apricot jus
- Simply Potato freshly baked jacket potato with filling (£2.55)
- n Beef chilli with sour cream
- n Spiced lentil and vegetable tagine

Firehouse Grill

- n Chargrilled salmon fillet with lime and caper sauce, £3.85
- n Peppered steak with sauce béarnaise, £3.75

Wild Greens - salad prepared by the chef (£4.40)

- n Griddled portobello mushroom, goats' cheese and basil stack upon freshly tossed salad
- n Barbecued chicken breast upon freshly tossed salad
- Sandwich Central fresh sandwiches made to order with a variety of breads and fillings
- n Roasted vegetable and mushroom ciabatta, £3.25
- n Bacon, Brie, lettuce and tomato ciabatta, £2.60
- n Simply vegetarian wrap, £1.85

Document CATHOT0020040602e0630000a

Retail Property - Jubilee Place continues letting campaign.

248 words 9 August 2002 Retail Week 25 English (c) 2002 RETAIL WEEK

The new Jubilee Place shopping mall at Canary Wharf in London's Docklands is more than 50 per cent let a year ahead of completion.

In recent weeks, another 15 retailers have signed up for space in the 8,315 sq m mall. The lettings follow Marks & Spencer's decision to take a foodstore in the mall, which lies to the south of the existing Canary Wharf estate close to Canary Wharf underground station.

Boots The Chemists is to take a 505 sq m unit on ground and mezzanine levels.

In addition to the standard offer, the store will be providing a range of health and beauty services.

French Connection will be relocating within Canary Wharf into a 585 sq m unit, while fashion retailer Choice is to take 240 sq m.

The new mall will also feature a strong catering offer to serve Canary Wharf's substantial working population, which is now heading towards 30,000 people.

Bagel Factory, Birleys, Cafe Brera, Crussh, Itsu, Jashan, Pizza Express and Pret A Manger have all signed up for catering space.

Camille Waxer, vice-president of retall at Canary Wharf, said: "Given that Jubilee Place will be opening in September 2003, we have been extremely pleased with the level of demand from retailers at this early stage."

When Jubilee Place opens, the Canary Wharf area will have more than 60,000 sq m of retail space spread across more than 200 units.

Document retwee0020020813dy89000mj

Let's get fresh.

1,237 words 25 April 2002 Catering And Hotel Keeper 74 English

(c) Reed Business Information 2002. Not Available for Redissemination.

Squashes, crushes, smoothies - the juice sector keeps coming up with ways to attract new markets. Amanda Marcus gets fruity

AS THE nation continues its quest for healthier, more natural drinks, the main winners, apart from water, are juice and juice drinks. Britvic estimates that consumption of juice drinks in the leisure and catering sector grew by 10% in value and by 7% in volume last year, a trend which is "undoubtedly set to continue", according to its latest Soft Drinks Report.

"The rise in popularity of juice bars such as **Crussh**, Jus Caf" and many others can leave no doubt that the fresh juice market is evolving into the biggest thing to hit the catering industry since the coffee bar boom of the 1990s," says Richard Gilbert, managing director of Gilberts Food Equipment, which imports Zumex juicing machines from Spain.

He goes on: "It's not so long ago that it was impossible to get a decent cappuccino or espresso in the UK, unless you were in an Italian restaurant. Now, almost every bar and restaurant has a good-looking coffee machine, and customers are impressed by the theatre of watching the coffee being produced fresh on site. The same can be said for producing freshly prepared juice on the premises."

Gilbert points out the benefits of squeezing on site. "Many of the vitamins within the fruit are lost within a short time of juicing," he says, "so squeezing in front of the customer is not just theatrical but also the only way to ensure that the nutrient content remains high." It's also likely to be more cost-effective than buying in bottled juice, offers greater flexibility and, says Gilbert, it's not unusual to achieve a mark-up well in excess of 500% on cost.

Where fresh-squeezing is not possible or desirable, the next best thing is bottled or packaged fresh juices, and companies offering these are proliferating. Demand for high-quality pure juices in single-serve packs is growing, and several companies are launching offers specifically into food service as a result.

According to supplier Cawston, orange juice is still the most popular flavour, with apple juice next. It has launched a range of pure fruit juices, aimed specifically at the food service market, which are additive-free but pasteurised for longer shelf life. Varieties include apple, apple and cherry, and apple and cranberry in individual portions.

Juice4U was launched in June 2000 and claims to be selling 7,000 litres of juice a week, with orange juice its biggest seller to the hotel and breakfast market. According to the company, fresh, non-pasteurised juice sales are growing by 20% a year.

Whereas fresh orange juice remains by far the most popular, today's consumers are now demanding something extra, with blends such as peach and orange or apple and cranberry. Exotic ingredients such as ginger, ginseng or schisandra are also becoming popular, acting as natural stimulants to replace the caffeine kick.

Lawrence Mallinson, owner-director of James White Drinks, says that contract cateriers are beginning to offer customers organic ranges in response to a niche but growing demand which is mainly "young and urban". His company first launched a range of organic juices to complement its premium classic Juices four years ago, mainly aimed at fine-food outlets, farm shops and delicatessens, but the bottles are now moving into contract sites.

The latest addition is Apple and Crushed Ginger. "A short shelf life can discourage people from stocking products for a niche market," Mallinson says, "but ours are packed in bottles which can keep for months, despite the fact they contain no preservatives."

RDA is another organic juice provider, currently offering three flavours but promising many more in the future.

Cranberry brand Ocean Spray is launching a 250ml can and a bar dispense system. "With cranberry juice consumption at an all-time high in the UK, this launch is our response to the growth in demand for cranberry drinks across all trade sectors," says general manager Sarah Johnson.

Take-away vitamins

As the grab-and-go market continues to increase, hand-held fruit juices are growing with it.

Thejuicecompany's ready-to-drink Smoothiepack range can be stored for six months, thanks to new packaging in cartons aimed at the grab-and-go sector.

Johnson's launches Smoothease this month, this being a new range of pure fruit and yogurt smoothies in six flavours, including Strawberry, Banana, Apple & Orange and Vanilla & Honey.

And innocent is launching a new range of pure fruit juices this month, said to be lighter and more thirst-quenching than its traditional smoothies. Lucy Ede, the "head fruitologist" at innocent, says that there was an obvious gap in the market for a range of premium fresh juices, and innocent believes people will pay more for good-quality juices if the benefits are communicated to them. Ede says: "This market is small and quite niche at the moment, as it was with our smoothies, but we believe that there is long-term growth potential as people start to enjoy the benefits of fresh juices rather than concentrated or long-life drinks."

For kids, Fruit Shoot has been very successful, according to Clare Starling, marketing manager at Wimpy International, who says that, with increasing demand for resealable packs for drinking on the move, consumers are moving increasingly to packaged drinks.

Squeeze yourself

Gilberts Food Equipment has launched in the UK the latest Zumex fresh orange juice machine, capable of producing 120 litres per hour. The Zumex Self Service is aimed at sites with high throughput. With a simple-to-operate lever connected to a non-drip tap, customers can serve themselves. The machine feeds in oranges from a hopper, slicing each in half and squeezing out 98% of the juice. Price is #3,900 excluding VAT.

Johny automatic orange squeezers - distributed in the UK by Gilberts - are suitable for orange, grapefruit, lemon or lime or cocktail mixers, and need three oranges to produce half-a-pint of fresh juice. They are available in eight colours, in automatic and non-automatic models, at prices from #350 excluding VAT and #220, respectively.

A final word

While water and juice are this year's success stories, the water sector is still less than half the size of the cola market (Britvic Soft Drinks Report) and many of the most popular new soft drinks are currently holding only a fraction of the market. They are growing in parallel to the dominant brands rather than cannibalising them. Clearly, the trend towards functional, healthier drinks looks set to continue as the soft drinks market expands, and competition will be intense. For the consumer, it should mean being spoilt for choice.

Leisure and catering: the leaders

Beverage	Volume	% share	% change
(million litres)			
Cola	854	31	+3
Water	689	25	+6
Fruit juice	388	14	+4
Flavoured carbonates	373	14	+2
Lemonade	216	8	-1
Dilutables	39	1	0
Mixers	45	2	-2
Juice drinks	92	3	+7
Energy	29	1	+7
Total soft drinks	2,725	100	+4

Source: Synesis/Britvic Soft Drinks Report 2002

Beverages: the market

Consumer group	% hot	% soft	% cold
All consumers	57	26	17
Kids	16	63	22
Youth	41	41	19
Adult	67	17	16

Source: Family Food Panel/Britvic Soft Drinks Report 2002

the Johny juicer

Richard Gilbert.

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The Independent Consumer - Juicing ...in a glass.

By Caroline Stacey.
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Cast out all those dull slimming books, says Caroline Stacey. Instead, why not make a resolution this year to add more fruit and vegetables

Rose is the owner of nine Luscious cafes in Holmes Place gyms around London, and two just-opened Luscious Organic convenience stores and juice bars in Kensington and Fulham. The Luscious approach takes the mumbo jumbo out of juicing. Although freshly squeezed juice is nothing new - to see how the West didn't invent it, try the freshly squeezed oranges at Gifto's Lahore Karahi in Southall - the liquid-veg vanguard in this country until fairly recently erred on the side of health-nuttery. Hardcore juicing promised rejuvenation, longevity and recovery from terminal illness.

But even titles such as The Joy of Juicing, Dr Jensen's Juicing Therapy, and The Juice Lady's Juicing for High-Level Wellness and Vibrant Good Looks aren't selling us a wonder product, but providing a guide to something that's incredibly simple to do: adding fruit and vegetables to our diets. Juicing just takes the peeling, chopping and chomping out of eating it.

When Nigel Slater's book on juicing comes out in the spring, the pleasure principle will have overtaken juicing's penance persuasion.

In the Innocent Little Book of Drinks, the funkiest juicing and blending handbook so far (published by Fourth Estate, #12.99, later this month) there's not one mention of wheatgrass, echinacea or spirulina. From the people who've made their name synonymous with deliciously fruity smoothies - blends of the best-tasting crushed and freshly squeezed fruit, such as Alphonso mangoes from India - the book shows that healthy drinks needn't be worthy, and can even include alcohol.

This spring they're adding a vegetable juice to their range. "Eat more fruit and veg is the rallying cry of the company," says Richard Reed, one of the four friends who founded Innocent three years ago after converting #500 worth of fruit into smoothies at a music festival.

"Buy a #15 blender and get on with it. It's incredibly simple and a great way to make things that taste great," says Reed, at the risk of doing himself out of a job. Unlikely, though. Innocent drinks are stocked in sandwich bars, cafes and supermarkets. If it were a breeze sticking to juicing at home, the natty little bottles wouldn't be jumping off the shelves faster than you can say "squashed banana".

Getting started, staying with it

HEALTH AND nutrition author Michael van Straten has been juicing since the 1960s, when he started out in naturopathic medicine, and Superjuice (published by Mitchell Beazley) is "by far the most successful book I've ever written", he says.

His own favourite for a quick breakfast is apple, carrot and celery, although in summer he'll take advantage of soft fruit like blueberries, and add mango and pawpaw.

Carrots and celery apart, other vegetables from which he suggests extracting juice and combining to detoxify include parsnips, sweet potato, turnips, swede, watercress (very peppery tasting and a powerful antioxidant), parsley, garlic; radishes - containing mustard oils, which stimulate the liver - and spinach, which replaces B vitamins and folic acid. When you can find ripe tomatoes, six of them, plus celery, carrot and watercress will give you a source of nutrients that you wouldn't otherwise get unless you eat a very, very healthy diet, he says.

Michael van Straten's golden rule: never, ever put your juicer in a cupboard. To keep a steady supply of vegetables at home, have an organic veg box delivered.

"People get excited for the first week," says Alison Rose. So that your enthusiasm doesn't flag after that, her advice is to plan the first four weeks carefully, drawing up a menu of the different juices you'd like to try, and shop accordingly for the ingredients. Keep slaking your curiosity with new tastes and at the end of the trial period, you'll know what you enjoy best and what to keep in stock. Always have

carrots and apples to hand.

Rose always starts the day with a juice, and recommends having another after lunch, with ginger, chilli or fruit, for a mid-afternoon boost instead of a biscuit. The well organised can make one at home to take to work in a Thermos. Or buy an Innocent smoothie.

Experiment with herbs, urges Rose. Coriander is great in vegetable juices. Buy bunches of mint and parsley - preferably not in over-priced supermarket packets - and freeze them. When you add some, still frozen, to a juice, it cools it too.

Juice on the loose

THE LUSCIOUS Organic corner stores in Kensington High Street and Fulham Broadway have juice bars attached. Not only can you choose the fruit and veg you fancy and have them juiced there to drink, they'll make up a litre bottle to be taken home. Celery with orange and cucumber and carrot are two simple combinations recommended by owner Alison Rose for their cleansing effect and refreshing taste.

Planet Organic supermarket in west London had London's first juice bar, and at its branch off Tottenham Court Road, they manage to get through 20 kilos of organic carrots a day, washed in purified water. That's even though the popular detox contains no carrots, only apple, lemon, cucumber and celery.

At the two branches of Fluid, in Notting Hill and Fulham Road, and its relative the Vogue Cafe in Hanover Square, variations include apple, ginger and lime; apple, cucumber, mint and celery; carrot beetroot, celery and ginger. On King's Road, the Bluebird Foodstore and Cafe's H2O Bar is dedicating January to fruit, herb and vegetable cocktails and offering a 999 emergency pick-me-up of apple, ginger, passion fruit, kiwi, honey and echinacea.

Between Christmas and New Year there were more people in the nail salon across the mall than picking up a cup of low calorie, fat-free, nutrient-packed just-juiced fruit and veg at Crussh in Canary Wharf. But the superjuice of beetroot, spinach, carrot and cucumber, thick and brown with orange foam on top, has always done me a power of good. The less hardcore apple, orange, pineapple and ginger zinger or allegedly purifying raspberry, strawberry (frozen berries at this time of year), carrot, apple, ginger and celery combine virtue with fruity appeal. There are nine Crussh juice bars in London, with supposedly another 20 opening by the end of next year.

Elsewhere

Earth, 16-20 Turner Street, Northern Quarter, Manchester (0161-834 1996).

Battery Park, 615a Wilbraham Road, Chorlton, Manchester (0161-860 0754).

It's Organic, 7 William Street, Edinburgh (0131-226 2444) and 15 Bread Street, Edinburgh (0131-228 9444).

Recipes

Salsa crush

- 1 red, green or yellow pepper, deseeded and chopped
- 1 cm chilli
- 1 lemon, peeled
- 3 chopped tomatoes

(From The Luscious Low-Fat Cookbook Alison Rose & Tony Guy, published by Vermilion, #10.99)

Apple, banana, pineapple and lemon

- 1 apple (preferably Russet)
- 1 lemon
- 1 banana
- 1/4 pineapple

Cut the apple into wedges and put them through the juicer. Pour the juice into the blender, Squeeze the lemon; pour the juice into the blender, adding the banana. Skin the pineapple and slice the flesh into the blender. Whizz until smooth. Serve over ice.

(From the Innocent Little Book of Drinks). To order the 'Innocent Little Book of Drinks' at the special price of #11.99 (postage &packing free), call 0870-900 2050 quoting reference 42B

Get your kit out

ALTHOUGH IT takes only a blender to make fruit smoothies, tougher veg need a juicer, sometimes available as a food-processor attachment. John Lewis's most popular juicer is the Magimix Le Duo in white for #99.50, or in chrome for #119.

One of the cheapest is the Braun MP75 juicer and pulp extractor, for about #34.50. The guys at Innocent swear by their Kenwood JE550, about #30. These models are centrifugal; the grater spins round, chomping through the fruit and forcing the juice through the holes, leaving the pulp, seeds and skin behind. The masticating juicers munch up the fruit and veg before squeezing it through mesh to provide more juice.

But, Alison Rose warns: "Juicing means a lot of cleaning. Choose a model with as few moveable parts as possible." A toothbrush is ideal for cleaning a juice machine, Descale with citric acid once a month.

The best compromise juicer found by the alternative health expert Michael van Straten is the Superjuicer, a centrifugal model that throws out the pulp. It's #150. Unless a juicer will tackle citrus fruit, you'll need a squeezer. A blender is vital for whizzing up fruit. Innocent recommend the Russell Hobbs 3901, for about #50.

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Revolution

TRAILBLAZER - Liquid Lunch.

By AMANDA NOTTAGE. 606 words 1 July 2001 Revolutions 21 English (c) 2001 Haymarket Rusin

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Reuters has started serving freshly squeezed juice along with the news in a specially designed 'information lab', where business users and members of the public can catch up with the headlines. Amanda Nottage speaks to Amanda West, Reuters' director of marketing communication.

Back in the good old days, journalists in Fleet Street had a reputation for spending more time nursing a whisky glass than tapping on their typewriters. Then, slowly, nearly all the publishers moved away, to be replaced by financial institutions and big banks.

But one remained, and it's encouraging people to mix their drinks with their news again. Before you start rushing for the optics, remember that times have changed. Bye bye Stolly, hello smoothie. Reuters, the 150 year old bastion of financial information and global news reporting, has started serving berry-blasts with its bulletins.

In an annex of its head office - ironically, in what used to be an old NatWest bank - it has opened Reuters Refresh, a juice bar and 'information lab' designed specifically for business professionals, although the odd member of the public is expected to creep in, too. It's supported by partnerships with Compaq for the technology in the information lab, and juice retailer Crussh. The surroundings are a strange mix and designed to reflect Reuters itself: dark wooden desks point to its solid, established brand, and modern steel and chrome illustrate what it sees as its cutting-edge service.

Above the juice bar itself is a long 'travellator' screen with a live feed of news, the latest from the financial markets and pictures, while to the side of the bar there is a tall, rolling 'waterfall' screen which highlights famous pictures and images of events snapped by Reuters.

'It's not just financial information. Many of our customers love sport just as much,' explains Amanda West, director of marketing communications at Reuters. 'It's really aimed at corporate customers and financial professionals and gives them a feeling that they are in the middle of our news operations.'

Business customers have free smartcards that enable them to access Reuters' 3000 Xtra service, in addition to the internet, through the specially designed portal. Members of the public can also purchase the cards for 20 minutes of internet access at a time, while slurping down freshly squeezed juice and choosing from a selection of edible goodies.

Across the pond, financial institutions such as ING Barings and Credit Suisse First Boston have already opened consumer venues. With the usual array of Starbucks and Costas littered across the street, the decision to open a juice bar, which will serve soup in the winter, was seen as a strategic move.

"We wanted to try and do something different and reflect Reuters as innovative, and juice bars are still a relatively novel thing here,' says West.

Whether others will join this bar remains to be seen. 'We have recently opened an office in Times Square and there is some retail space in there,' she says. 'If we were going to go elsewhere in the UK, it would have to be Canary Wharf in terms of concentration of customers.'

Reuters is using its sales force to distribute cards to business customers, with direct mail and guerrilla marketing to follow, and the bar is also being hired out as a private venue. 'As we're not running it to make money, the idea is to demonstrate to corporate customers and to the public the best of Reuters and our content and give them a very different experience,' adds West. 'I think it illustrates that the corporation is a human thing.'.

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Reuters opened its first Reuters Refresh internet cafe this week in London's Fleet Street. Promoted as an 'information lab and juice bar', Reuters Refresh offers internet access through Compaq terminals and freshly squeezed juice and food through retailer **Crussh**. Customers can also use smart cards to access real-time financial information and analytics from Reuters' 3000 Xtra service.

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Bitter harvest.

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Farming lies at the very core of our British identity. It is what defines us. But in recent years BSE, swine fever and now foot and mouth have brought an industry already in deep financial crisis to its knees. Andrew O'Hagan's four-part investigation into the decline of the British countryside begins in rural Suffolk ... and Sainsbury's

British farming hanged itself on the expectation of plenty. One day, not long ago, I was in the Sainsbury's superstore on the Cromwell Road in London. Three of the company's top brass ushered me down the alsles, pointing here, gasping there, each of them in something of a swoon at the heavenliness on offer. People want to be interested,' said Alison Austin, a technical adviser. 'You've just got to capture their imagination.' We were standing by the sandwiches and the takeaway hot foods lined up in front of the whooshing doors. Alison swept her hand over the colourful bazaar of sandwich choices. This is a range called Be Good to Yourself,' she said, 'with fresh, healthy fillings, and here we have the more gourmet range, Taste the Difference. We have a policy of using British produce where we can. With carrots, for example, we want to provide economic profitability to the farmer, using the short carrots for one line of produce, and the bigger ones for another.'

The Cromwell Road branch of Sainsbury's is what they call a 'flagship store'. It is not only a giant emporium; it is also grander than any other store in the chain, selling more champagne, fresh fish, organic meat and Special Selection food. Six varieties of caviar are available all year round.

People are gaining more confidence in sushi,' said Peter Morrison, manager, trading division. 'We have joined forces with very credible traders such as Yo! Sushi, and we aim to educate customers by bringing them here.' Alison handed me a cup of liquid grass from **Crussh**, the fresh juice bar. There was something unusually potent about that afternoon the thoughts in my head as I tilted the cup and for a moment the whole supermarket seemed to spin around me. People wandered by. The place was a madhouse of bleeping barcodes. 'How do you like it?' one of them asked. I gulped it down and focused my eyes. 'It tastes like an English field,' I said.

The store manager guided me to the cut flowers. 'We are the UK's largest flower sellers,' he told me. 'The biggest year-on-year increase of any product in the store is in flowers.' The bunches before me were a far cry from the sad carnations and petrol-station bouquets that now lie about the country as tributes to the suddenly dead. The ones he showed me had a very smart, sculptural appearance, and they sold for #25 a pop. 'We have 40 kinds of apple,' Alison said, 'and again, we take the crop, the smaller ones being more for the economy bags.'

'Someone came in on Christmas Eve and asked for banana leaves,' the keen young product manager over in fruit and vegetables told me, 'and you know something? We had them.'

You would have to say that Sainsbury's is amazing. It has everything 50 kinds of tea, 400 kinds of bread, kosher chicken schnitzels, Cornish pilchards and everywhere I turned that day there was some bamboozling elixir of the notion of plenty. Their own-brand products are made to high standards: the fresh meat, for example, is subject to much higher vigilance over date and provenance than any meat in Europe. 'Some things take a while,' Peter Morrison said. 'You can put something out and it won't work. Then you have to think again, about how to market it, how to package it, where to place it, and six months later you'll try again and it might work.'

We stopped beside the yoghurts. 'Now this,' he said, picking up a tub of Devon yoghurt, 'is made at a place called Stapleton Farm. We got wind of how good it was: a tiny operation, we went down there, we got some technical advisers involved, and now look, it's brilliant!' I tasted some of the Stapleton yoghurt. It was much better than the liquid grass. 'It's about the rural business growing,' Peter said. 'Real food is what people want. This couple in Devon' he gestured to the yoghurt pots 'started from virtually nowhere. Of course, they were nervous at first about working with such a major retailer. But these people are the new kind of producer.'

Passing the condiments aisle I saw an old man standing in front of the Oxo cubes. He looked a bit shaky. His lips were moving and he had one of the foil-wrapped Oxo cubes in the palm of his hand. 'People go to Tuscany,' Alison was saying, 'and they eat Parma ham and they come back here and they want it all the time. So we go out and find the best.' You are always alone with the oddness of modern consumption. Walking under the white lights of Sainsbury's, you find out just who you are. The

reams of cartons, the pyramids of tins: there they stand on the miles of shelves, the story of how we live now. Cereal boxes look out at you with their breakfast-ready smiles, containing flakes of bran, handfuls of oats, which come from fields mentioned in the Domesday Book. And here you are in the year 2001 choosing. We went over to the aisle with the cooking oils and Alison did one of her long arm-flourishes: 'When I was a child,' she said, 'my mother used a bottle of prescription olive oil to clean the salad bowl. Now look!' A line of tank-green bottles stretched into the distance. 'Choice!' she said.

Supermarket people like to use certain words. When you are with them in the fruit department, they all say 'fresh' and 'juicy' and 'variety' and 'good farming practices'. (Or, as head office puts it, 'in 1992 Sainsbury developed a protocol for growing crops under Integrated Crop Management System principles. Following these principles can result in reduced usage of pesticides by combining more traditional aspects of agriculture and new technologies.') In the meat department there is much talk of 'friendly', 'animal well-being', 'humane', 'safe', 'high standards' and 'provenance'. The executives spent their time with me highlighting what they see as the strength of the partnerships with British farming which keep everyone happy. 'The consumer is what matters,' said Alison, 'and we believe in strong, creative, ethical retailing.'

Down at the front of the store again I put one of the gourmet sandwiches on a table and opened it up. The bread was grainy. The lettuce was pale green and fresh. Pieces of chicken and strips of pepper were neatly set out on a thin layer of butter. The open sandwich was a tableau of unwritten biographies: grains and vegetables and meat were glistening there, uncontroversially, their stories of economic life and farming history and current disaster safely behind them.

When I was a boy we had a painting above the phone table. It was the only real painting in the house, and it showed a wide field in the evening with a farm at the far end. The farmhouse had a light in one of the windows. The painting had been a wedding present, and my mother thought it was a bit dour and dirty-looking, so she did the frame up with some white gloss, which flaked over the years. I used to lie on the hall carpet and look at the picture of the farm for ages; the field was golden enough to run through and get lost in, and the brown daubs of farmhouse were enough to send me into a swoon of God-knows-what. I suppose it was all part of a general childhood boredom, and it meant nothing, but it seemed very heightening at the time. The painting raised my feelings up on stilts, and made me imagine myself to be part of an older world, where people lived and worked in a state of sentimental peace. All rot, of course. But lovely rot, Sometimes I would come downstairs in the night and shine my torch on the painting.

At one time it seemed as if all the farms around our way had been abandoned or pulled down to make room for housing. Past railway lines and beyond the diminishing fields we would find old, dilapidated Ayrshire farmhouses with rusted tractors and old wooden drinking troughs lying about in the yard, and we would play in them for half the summer. Cranberry Moss Farm, McLaughlin's Farm on Byrehill, Ashgrove Farm, the Old Mains nowadays they are all buried under concrete, except for the farm at Toddhill, which became a home for the mentally handicapped. In my youth they had been like haunted houses. There were echoes in the barns.

Those farms seemed as remote from the daily reality of our lives as the one in the wedding picture. We would never live there: computer factories and industrial cleaners would soon replace them as providers of jobs, and it was these new places, in our Ayrshire, that spoke of the lives we were supposed one day to live. We took it for granted much too early, as it turned out that farming was a thing of the past, a thing people did be fore they were sophisticated like us. We never considered the stuff on our plates; we thought the school milk came on a lorry from London. Never for a second did my friends and I think of ourselves as coming from a rural community; like all British suburban kids, we lived as dark, twinkling fallout from a big city, in our case Glasgow; and we thought carports and breezeblocks were part of the natural order.

But, of course, there was plenty of agriculture. It surrounded us. The farms had just been pushed out a wee bit and wee could seem larger than it was, at least for us, shocked by the whiteness of our new buildings into thinking a thatched roof was the height of exotic. Everything changed for me with the discovery of Robert Burns: those torn-up fields out there were his fields, those buildozed farms as old as his words, both old and new to me then. Burns was ever a slave to the farming business: he is the patron saint of struggling farmers and poor soil. But in actual fact, despite our thoughts and our recovery from our thoughts, in the early 70s British farming was in a pretty good state. JGS and Frances Donaldson's Farming in Britain Today, published around this time, just before Britain's entry into the Common Market, expressed the view that a beautiful balance had been struck.

Today, agriculture is one of Britain's most efficient industries. It has a controlled growth of 3.5% a year, and in the last 10 years its labour productivity has increased at twice the rate for industry as a whole. It supplies approximately 50% of the nation's food. Travelling through England today with its trim hedges, arable and ley farming, highly capitalised and intensively used buildings, it is hard to imagine the broken-backed appearance of yesterday.

'Yesterday' meant the 20s and 30s. But now, as I write, the situation of farming in this country is perhaps worse than it has ever been, and the countryside itself is dying. We are at a stage where it is difficult to imagine British farming surviving in any of its traditional forms; and for millions living on these islands, a long-term crisis has been turning into a terminal disaster.

Three years ago, agriculture contributed #6.9bn to the British economy, around 1% of the gross domestic product. It represented 5.3% of the value of UK exports. The figure for 1999 was #1.8bn. The total area of agricultural land is 18.6 million hectares, 76% of the entire land surface. According to an agricultural census in June 1999, there has been a decrease of 5.3% in the area given over to crops, as a result of a decrease in cereals and an increase in set-aside. According to a recent report from the Ministry of Agriculture, Fisheries and Food (Maff), the 1999 figures show a drop in the labour force of 3.6%, the largest decrease in a dozen years. These results, the report continues, are not unexpected given the financial pressures experienced by most sectors of the industry over the last few years.

Farmers' income fell by over 60% between 1995 and 1999. Despite increases in production, earnings were lower in 1999 by #518m. The value of wheat fell by 6.5%, and barley by 5.4%. Pigs were #99m down on 1998, and lambs #126m down; the value of poultry meat fell by #100m, or 7.4%; the value of milk fell by #45m; and the value of eggs by 10%, or #40m. A giant profit gap has opened up throughout the industry: rape seed, for example, which costs #200 a ton to produce, is selling for #170 per ton (including the government subsidy): a savoy cabbage, costing 13p to produce, is sold by the farmer for 11 pence, and by the supermarkets for 47p.

Hill farmers earned less than #8,000 a year on average in 1998-99 (and 60% of that came to them in subsidies), but late last year, when I first started talking to farmers, many were making nothing at all, and most were heavily in debt to the bank. A suicide helpline was set up and the Royal College of Psychiatrists expressed concern at the increased number of suicides among hill farmers in particular. A spokesman for Maff said that agriculture was costing every British taxpayer #4 a week. After Germany and France, the UK makes the largest annual contribution to the Common Agricultural Policy, and yet, even before the great rise in the strength of the pound, British farmers' production costs were higher than anywhere else in the EU, to a large extent because of the troubles of recent years.

Everything is a nightmare,' one farmer told me. 'There are costs everywhere, and even the subsidy is spent long before you receive it. We are all In hock to the banks and they say we are overmanned, but we don't have anybody here, just us, and children maybe, and an ab solute fucking nightmare from top to bottom.' The strong pound, the payment of subsidy cheques in euros, the BSE crisis, swine fever, and now foot and mouth disease, together with overproduction in the rest of the world's markets these are the reasons for the worsened situation. But they are not the cause of the longer-term crisis in British farming: local overproduction is behind that, and it is behind the destruction of the countryside, too. For all the savage reductions of recent times, farming still employs too many and produces too much: even before the end of February, when diseased livestock burned on funeral pyres 130ft high, some farmers were killing their own livestock for want of a profit, or to save the fuel costs incurred in taking them to

In Britain nowadays most farmers are given aid a great deal of aid, but too little to save them in order to produce food nobody wants to buy. The way livestock subsidies work per animal means that there is an incentive for farmers to increase flocks and herds rather than improve the marketing of what they have got. As things are, subsidies save some farmers, but they are a useless way to shore up an ailing industry, except perhaps in wartime.

The evidence of what is wrong is out in the British land itself. Farming more even than coal, more than ships, steel, or Posh and Becks is at the centre of who British people think they are. It has a heady, long-standing, romantic and sworn place in the cultural imagination: the death of farming will not be an easy one in the green and pleasant land.

Rain was running down Nelson's Column and Trafalgar Square was awash with visitors inspecting the lions. An American woman stepping into the National Gallery was worried about her camera lens. 'This British weather will be the end of us,' she said, as her husband shook out the umbrellas. In the Sackler Room Room 34 children with identical haircuts sat down on the wooden floor; they stared at the British weather of long ago, spread in oils with palette knives, and they, too, asked why it was always so fuzzy and so cloudy. One group sat around Turner's Rain, Steam and Speed The Great Western Railway. The instructor encouraged them to express something about the atmosphere of the picture. 'Does it make you shiver?' she said. 'It's like outside,' one of the children replied. But most of them were interested in the hare running ahead of the train. 'Will it die?' one of them asked. 'Where is it running to?'

The future. You feel the force of change in some of these weathery British pictures. Over the last few months I kept coming back to this room, and sitting here, further up from the Turners, looking at Constable's The Comfield. We see an English country lane at harvest time where nothing is unusual, but everything is spectacular. Corn spills down an embankment, going to grass and ferns, going to pepper saxifrage or hog's fennel, dandelion and corn poppy, down to a stream. Giant trees reach up to the dark, gathering clouds. At their foot, a small boy lies flat on his front drinking from the stream. He wears a red waistcoat and has a tear in the left leg of his trousers. A dog with a marked shadow looks up and past him with its pink tongue out. The sheep in front of the dog are making for a broken gate that opens on to the cornfield. A plough is stowed in a ditch; the farmer advances from the field; and in the distance, which stretches for miles, you see people already at work.

The picture has philosophical currency: people will still say it is an important part of what is meant by the term 'British' or, at any rate, 'English'. This is the country delegates sing about at the party conferences, the one depicted in heritage brochures and on biscuit tins, the corner that lives in the sentiments of war poetry, an image at the heart of Britain's view of itself. But here's the shock: it no

ionger exists. Everything in Constable's picture is a small ghost still haunting the national consciousness. The corn poppy has pretty much gone, and so have the workers. The days of children drinking from streams are over, too. And the livestock? We will come to that. Let me just say that a number of the farmers I spoke to in the winter of 2000 were poisoning their own fields. The Constable picture fades into a new world of intensive industrial farming and environmental blight.

The Cornfield is said to show the path along which Constable walked from East Bergholt across the River Stour and the fields to his school at Dedham. Last October I made my way to Dedham. It was another wet day, and many of the trucks and lorries splashing up water on the M25 were heading to the coast to join a fuel blockade. On the radio a newscaster described what was happening: 'The situation for the modern British farmer has probably never been so dire, and a further rise in the price of fuel could kill many of them off.'

Before leaving I had rung a pig farmer, David Barker, whose farm is north of Stowmarket in Suffolk. Barker is 50 years old. His family has been farming pigs in Suffolk for four generations; they have lived and worked on the present farm since 1957. He owns 1,250 acres and 110 sows, which he breeds and sells at a finishing weight of 95 kilos. Among his crops are winter wheat, winter-sown barley, grass for seed production, some peas for canning, 120 acres of field beans, 30 acres of spring oats and 100 acres of set-aside.

Five years ago I was selling wheat for #125 a ton, and now it's #58.50,' Barker said. 'I was selling pigs for #90, and now they're down to #65. And meanwhile all our costs have doubled: fuel, stock, fertiliser. There's hardly a farmer in East Anglia who's making a profit. The direct payments from Europe have declined also because they're paid out in euros.'

'What about swine fever?' I asked, innocent of the epidemics to come.

'There are over 500 farms that haven't been able to move pigs since August,' he said. 'Immediately, this becomes an agricultural nightmare. The pigs are breeding, the feed is extortionate, and you end up relying on things like the Welfare Disposal Scheme, where pigs are removed for next to nothing. Gordon Brown's bright idea: they give you #50 for a pig that costs #80 to produce.'

'What can be done?' The stormy weather was making his phone crackly.

'Well, this government has no interest in farming,' he said. 'People in the countryside in England feel they are ignored and derided and, frankly, it appears that the government would be much happier just to import food. This is the worst agricultural crisis in dozens of years. We're not making any money anywhere. Take milk: the dairy farmer receives seven pence in subsidy for every pint; it takes between 10 and 12p to produce, and it costs 39p when it arrives at your door. A lot of farmers are giving up, and many of those who stay are turning to contract farming increasing their land, making prairies, to make it pay.'

'Is that the only way to reduce costs?'

'Yes, that. Or by going to France.'

David Barker used the word 'nightmare' at least a dozen times during my conversation with him. He told me about a friend of his, another Suffolk farmer, who, earlier in the swine fever debacte, had sold his 250 pigs into the disposal scheme, losing #30 on each one. Barker himself was waiting for results of blood tests to see if his pigs had the fever. 'If it goes on much longer it will ruin me,' he said.

When I arrived at Nigel Rowe's farm near Dedham, only the weather was Constable-like. Out of his window the fields were bare and flat. `European pig meat is cheaper to produce,' he said, `because we have higher standards and higher production costs. As soon as foreign bacon gets cheaper by more than 10p per kilo, the housewife swaps. That is the rule.'

I asked him if he felt British supermarkets had been good at supporting bacon produced in Essex or Suffolk. 'The supermarkets have been very clever at playing the different farming sectors off against each other,' he said. 'The Danish model is very centralised they are allowed to produce and market something called Danish Bacon. We are very regional over here, very dominated by the tradition of the local butcher. Supermarkets want the same produce to be available in Scotland as you get in Sussex. Only the Dutch and the Danish can do that, and some of these foreign producers are so powerful the Danish producers of bacon are much bigger than Tesco.'

Nigel has 2,000 pigs. But he is not making money. As well as working the farm, he has a part-time job as caretaker at the local community centre. 'In the 70s we were all earning a comfortable living,' he said, 'and when I was at primary school in the 60s, at least 30 of my schoolmates were connected with farming. Now, in my children's classes, there are three. I had 120 acres and I had to sell it recently to survive. I also had to sell the farm cottage my mother lived in, in order to stay here. That's what I was working on when you came a little house for my mother.'

He looked out of the window at the flatness beyond. 'The arithmetic is simple,' he said. 'When I started

in this game it took five tons of grain to buy the year's supply of fuel for the tractor. Now it takes 500 tons. What do you think that means if your acreage is the same? The government seems hell-bent on the old green and pleasant land, but they won't get behind the people who keep it that way.' Nigel sat in his living room wearing a rugby shirt and jeans speckled with paint from his mother's new house. 'They're not thinking straight,' he said. 'Our product needs to be marketed branded, with a flag, which is presently not allowed. It's all wrong. We have to import soya as a protein source for our pigs now because we can't use other animal meat or bone fat. But this country imports tons of Dutch and Danish meat fed on bone fat.'

As we walked out of the living room, I noticed there were no pictures on any of the walls. We went outside to the pigsties. The rain was pouring down, the mud thick and sloppy on the ground, and one of Nigel's pigs was burning in an incinerator. As we looked out I asked him what had happened to the land. The subsidies from the Common Agricultural Policy have got out of hand,' he said, 'because they are linked to production rather than the environment. Did you know the rivers around here are polluted with fertiliser and crap? We're seeing a massive degradation of rural life in this country. Bakers and dairies have already gone, onions have gone, sugarbeet is gone, beef is pretty much gone, lambs are going.'

Before we went into the sty, he asked me if I was 'pig-clean'. 'I'm clean,' I said, 'unless the fever can come through the phone.' Hundreds of healthy-looking pink pigs scuttled around in the hay and the mud. He picked one up. 'Farming is passed down,' he said, 'or it should be. A farm is built up for generation after generation, and when it starts to slip and go you feel an absolute failure. That's what you feel.'

We went around the farm and Nigel explained how things work. The notebook was getting very wet so I put it away. 'You feel a failure,' he said again, looking into the wind. 'The other night I was at a meeting: 140 farmers at a union meeting paying tribute to four hill farmers under 45 who'd committed suicide.' He leaned against the side of the barn. 'We are no longer an Island,' he said. 'Everything's a commodity.' Andrew O'Hagan, This is an edited version of an article that first appeared in the London Review of Books.

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Shoppingaround - RangeReview.

56 words 1 September 2000 Retail Week 28 English (c) 2000 RETAIL WEEK

Sainsbury's new flagship store on London's Cromwell Road boasts a number of firsts. They include:

- a Crussh juice bar
- 'New Age' drinks for the mind, body and soul
- an organic meat counter
- a gourmet fishmonger
- 45 exclusive wines
- jackfruit, at #24.99 each
- 'Bolly Trolleys' to keep champagne chilled as you shop.

Document retwee0020010815dw910022I

Retailers battle for the niche shopper.

883 words
31 August 2000
Marketing Week
17
English
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After an explosion of price-slashing initiatives, supermarkets finally seem to have come up with a new idea for stimulating customer interest. It is, in a word, the "concept store".

Although the retail industry denies the drive to introduce new formats signifies a "concept-store war", it is being seen as retailers' way of reinventing themselves, while trying to respond to changing customer needs.

The latest of these roll-outs is Sainsbury's Cromwell Road, London, "luxury" store. Sainsbury's has introduced a line of luxury brands to complement the newly refurbished outlet. The store boasts a Caviar Cabinet, Crussh juice bar and a Baker & Spice bakery counter which offer customers 1,200 premium goods (MW August 24).

The Sainsbury's launch comes hot on the heels of Marks & Spencer's recent announced that it is planning 26 new format stores, classified "flagship", "regional" and "local". These include the three new stores at Fosse Park, Sutton and Kensington (MW August 3).

"It is becoming harder to attract customers without continually doing something new and without adding value to the already-existing formats," says an industry source. "Competition today is quite flerce in this market, and retailers do have to review what the others are doing. For example, M&S also looked at opening stores in and around railway stations."

Many analysts believe the race for the new formats is also being driven by the aggressive edlp (every day low pricing) initiatives emanating from Asda Wal-Mart. Unable to compete long-term with Asda's cut-to-the-bone pricing policy, the supermarkets are looking for new ways to entice customers, and by creating new store formats, they are chasing different segments of the consumer base.

Retail Intelligence director of consultancy Clive Vaughan says: "Wal-Mart is an underlying factor in the roll-out of new concept stores. But customers also appear to have become bored with the offers that they have been getting over the years, particularly with stores such as Sainsbury's and M&S."

An M&S spokeswoman says: "Ultimately, everything is driven by market competition - and so the roll-out of different format stores. But it is also about the needs of customers.

"By introducing our new concept stores we are responding to the needs of our customers. Our Sutton store attracts those shoppers who are looking for value, while our store at Kingston is for the 'single and more affluent' customer".

But Sainsbury's, which already has four store concepts, insists that the recent Kensington opening only adds new luxury brands to its supermarket format. A spokeswoman for the store says: "The Cromwell Road launch is only a response to the change in the lifestyles of our customers - which is why the store has everything from cornflakes to luxury brands. We are aware of the competitive market, but this has nothing to do with what others are doing in the market".

While there is no doubt that competition is stiff, the "concept-stores war" is also seen as an experiment by the retailers to beat strict government restrictions on building bigger supermarkets.

British Retail Consortium director of external affairs Ann Grain says: "Such roll-outs are not always a case of the retailers reinventing themselves, but their way of adapting to government regulations."

Paul Smiddy, a City analyst with Credit Lyonnais Securities Europe, says: "The retail market is always under pressure to try new things and what every retailer wants is to maximise profits. That said, these particular experiments are more about finding ways to offer what the customer wants. Sainsbury's has only added a new range - I'll be surprised if anything really different has happened".

In a bid to do "something different", Safeway has also announced plans to extend up to 100 of its stores and beef up its non-food products as part of a three-year improvement drive. It will also introduce a new upmarket convenience store format in November, at its existing outlet near London's Tower Bridge.

The introduction of varying formats is an attempt by retailers to target particular types of customers and segment the market. Verdict Research analyst Mike Godliman says: "In today's market, you cannot sell

everything to everybody in the same way. This was the reason why stores like M&S and Sainsbury's failed in some ways. Sainsbury's is now trying to grab back its quality image and re-establish its brand."

He adds: "Stores such as M&S and Waitrose are at the quality end of the market, which is worth about #5bn. Stores such as Asda and Tesco are valued for being price conscious. Between them, they have 30 per cent of the market - worth #25bn. Somewhere between the poles is a store like Sainsbury's, which has a reputation for neither quality nor low prices."

While Tesco, which operates six different formats, insists it is at the forefront of concept-stores, analysts believe there is still room for further segmentation.

"It's simply like for like," says in industry analyst. "I would be surprised to learn that these new concepts are offering anything drastically different - they are just an addition to existing ones."

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Sainsbury turns to the caviar approach.

Alison Gray Consumer Affairs Correspondent. 681 words 25 August 2000 The Scotsman 6 English (c) 2000

CAVIAR, fresh soup and Ben & Jerry's ice-cream could provide the taste of success for Sainsbury's when it launches a new luxury range of products.

The second biggest food retailer in the UK has looked upmarket in an effort to stem the downturn in its fortunes.

On Wednesday, Sir Peter Davis, the chief executive, said the company was considering selling its Homebase DIY stores to protect its embattled supermarket chain. A flagship store in London will be opened today by Jamie Oliver, the chef who is also the star of the chain's television ads.

It features a high-end wine merchant called the Cromwell Cellar and a juice bar called Crussh.

There will also be a focus on premium ingredients throughout the store, with a "caviar cabinet" and counters focusing on wild smoked salmon, sushi, tapas, oysters and olives.

The bakery counter will sell breads and cakes from Baker & Spice, an upmarket supplier to Le Gavroche and the River Cafe, and hand-made Belgian chocolates.

A "seasonal" counter will sell Ben & Jerry's ice-cream in summer and fresh soup in winter.

Mike Godliman, of the market analyst, Verdict, said the company had acted to try to reclaim its previous reputation as a top-quality food retailer.

"This development marks a return to what Saisnbury's has been traditionally known for. It has been a bit confusing for the consumer because one of the last campaigns was 'Value to shout about', which was devoted to drawing attention to price and that is not something Sainsbury's has traditionally battled on."

He added: "The chain's core strength is not about price, but about quality and this is a development to pull it upmarket."

Sainsbury's has a difficult position in the market place, because it cannot claim to be the most classy of the supermarkets - that title is held by Waitrose and Marks & Spencer.

However, it cannot compete on price in the way that Tesco and Asda can, which has left it struggling to assert its identity in recent months.

The supermarket price war which had been simmering for months escalated at the end of last year when Tesco, Britain's biggest supermarket chain, announced cuts worth #250 million. It slashed the cost of 1,000 brand lines by up to 20 per cent last October.

The supermarket chain was responding to an announcement made by Asda the previous month that it was going to cut the prices of about 10,000 products by up to 10 per cent over the next 18 months to bring them in to line with those charged by its parent company, Wal-Mart.

Sainsbury's also joined in the price-cutting, but could not compete on the same scale, and instead gave out personal letters to customers renewing the chain's commitment to providing "the highest quality food at the most competitive prices."

Mr Godliman said: "They have had poor marketing in recent months which has left customers confused. I would say that they are doing the right thing by going more for the quality side of things which should win them back some of their old customers."

However, the chain has yet to deal with problems in the long term.

It does not yet sell enough non-food items, unlike its main competitors. Tesco sells a growing number of the electrical items, and Asda's George clothing range has been phenomenally successful.

While Sainsbury's has just announced a new range of clothing to be designed by the former Clothes Show presenter and fashion designer, Jeff Banks, the range will be limited to 12 stores.

Tesco first overtook Sainsbury's in terms of market share in 1995. The most recent Institute of Grocery Distribution figures for the year to December 1999 show Tesco extending its lead to 15.6 per cent over Sainsbury's 11.8 per cent. The final member of the big four supermarkets chains, Safeway, has also struggled because of the price wars.

Document sc00000020010816dw8p00bic

Sainsbury sparks luxury store wars.

By ALEXANDRA JARDINE. 337 words 24 August 2000 Marketing 1

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Sainsbury's will this week unveil the luxury store format it hopes will revive its fortunes and re-establish its brand with upmarket shoppers.

The new store on London's Cromwell Road will be officially opened on Friday by chef Jamie Oliver, the star of Sainsbury's advertising. It is expected to be a blueprint for Sainsbury's stores of the future and is a major step in Sir Peter Davis' efforts to return the retailer to its upmarket roots.

New elements featured for the first time in a Sainsbury's store include a high-end wine merchant called the Cromwell Cellar and a juice bar called Crussh, which will produce fruit and vegetable juices for customers on the spot.

There will be a focus on premium ingredients throughout the store, with a 'caviar cabinet' and counters focusing on wild smoked salmon, sushi, tapas, oysters and olives.

The bakery counter will sell breads and cakes from Baker & Spice, an upmarket supplier to Le Gavroche and the River Cafe, and handmade Belgian chocolates.

The store also features a Starbucks coffee concession, following a deal announced earlier this year. A 'seasonal' counter will sell Ben & Jerry's ice cream in summer and fresh soup in winter.

The store will compete directly with a Tesco flagship store nearby, marking a step in Sainsbury's comeback in the fight against Tesco, which first overtook it in terms of market share in 1995. The most recent Institute of Grocery Distribution figures for the year to December 1999 show Tesco extending its lead to 15.6% over Sainsbury's 11.8%.

Sainsbury's is planning a heavyweight local marketing push for the store through its local ad agency, AMV Advance. This will include a 3D poster of a pair of 16m-long chopsticks holding up a glant piece of sushi outside the Forum Hotel in Cromwell Road. A direct mail campaign and press ads in London's Evening Standard kick off tomorrow (Thursday).

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Sainsbury's starts push upmarket.

167 words
24 August 2000
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5
English
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Sainsbury's is considering rolling out its new concept store due to open in London's affluent Knightsbridge on Friday in a bid to reposition itself at the high end of the supermarket sector.

The store will be closely monitored with a view to rolling out its various features to 30 other sites identified as having similar catchment areas across the UK.

A spokeswoman for the supermarket chain says: "We want all of our stores to reflect the customer base it supports."

Sainsbury's is collaborating with a number of fashionable restaurants and suppliers, including Caviar Cabinet, Crussh juice bar and Baker & Spice bakery, to offer customers 1,200 new premium product lines.

Other new features include an organic fresh meat counter and a sushi section, and include a conveyor belt and a chef preparing dishes on demand.

Research into Cromwell Road shoppers found that top-selling products are Champagne, gourmet fish and organic products.

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Lights! Cameral Design!

Chris Barrett
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Rather than leaving design for film, many of today's young

designer/filmmakers in the U.K. are claiming film for design.

Filmmaking today is no longer the preserve of an elite operating a closed shop, but is instead being embraced by people from a wide variety of professional backgrounds who have a little bit of technical know-how and lively imaginations. (The world's most profitable film, last year's \$30,000 Blair Witch Project, is a case in point.) So-called "prosumer" technology-a hybrid aimed at a crossover consumer/professional market— has made this possible. MiniDV's are cheap and operate in low-lighting conditions, obviating the need for expensive lighting equipment and technicians. The existence of software designed to create and edit the moving image makes setting up an effective, affordable production studio a realistic possibility. And it is not just in Hollywood that these new technologies have been hungrily fallen upon by wannabe filmmakers: In London, the growth of the independent film industry has been given a huge boost as some of the highest barriers to entry have come down.

Of all the groups embracing these new possibilities, perhaps the most significant is graphic designers. The shift from print to screen-based media, including the explosion of design for the Web, has led to a growth in the number of designers who are comfortable using the fourth dimension—time-in their work. There is also a greater willingness among broadcasters-possibly as a result of consumers' exposure to integrated text and moving image in contexts from the Web to modern ATMs-to use type and other graphic elements as an integral part of the screen's look. Now, many designers, whose predecessors broke the mold by working on information klosks and film titles, are seizing the opportunity to take things further. Instead of just animating GIFs and inserting MPEG movies into Web sites or CDROMs, designers are making their own films, bringing to bear on moving-image work the skills they have learned in print and new media.

Richard Carroll, together with his partner Dominic Bridges, make up Felt, a company that has successfully bridged the divide between graphics and film. He explains: "Film is about integration of the spoken or written word and the moving image. There's a direct connection to graphics because in graphics, it always comes down to image and type. If you look at our work now, it might be in film, but it's still those two things together-communication with words and communication via images."

Technology has always been a driving force in graphic techniques; from the development of lithography in late 19th-century Paris to the Mac revolution of the mid-'80s, it has always defined and redefined the design profession. Thanks to digital media such as the Web and CDROMs, today's graphic designers are often familiar with software packages like Premier, Director, and After Effects, and consequently are technically well-placed to work with the moving image. An added, and arguably far more important, advantage is an intuitive feel for composition, an eye for color and form, and an appreciation of the interaction between word and image.

Among a younger generation of London-based design companies, many have made the transition: The well-known collective tomato, the avantgarde Fuel, new media darling Deepend, and lesser-known firms such as State, OS2, and Felt have all produced significant quantities of filmbased work, both on commission and as personal projects.

The link between graphic design and filmmaking is not new, and many of today's professional filmmakers were trained as graphic designers (Ridley Scott is among the best known). But the difference is that instead of leaving design for film, many young designer/filmmakers are claiming film for design, extending the offer of their companies to include moving-image work, and thereby redefining the term "graphic designer." And while graphic designers from Saul Bass on have always dipped their toes into the film world by working on title sequences and overlaid graphics, the new technology has allowed today's designers a greater involvement in the whole process, from shooting, editing, and creating special effects to distribution and/or interface design. There are, of course, some precedents: London-based designer Tom Hingston, in his twenties and already known for his print and packaging work for the music industry, has done a number of film-based projects, including the title sequences for the film Dad Savage and two documentaries on British pop star Robbie Williams. Hingston sees echoes of what is currently happening to the design industry in the U.K. in one of the classic multidisciplinary partnerships: "People like the Eameses are quite inspiring," he says. "With the body of work that their studio created, what do you call them? There are a lot of people working now who are also capable of crossing over. It's just applying the same thinking to a different problem. You can tell by looking at their

work if they've got a kind of sensitivity that, applied to any other problem, could be really successful."

Deepend, though best known for its Web design work at present, is a true multidisciplinary company of the digital age, with commissions ranging from sound design, strategic brand positioning, high-end programming, and broadcast work. It has a dedicated team of seven designers immersed in broadcast graphics whose involvement with the filimmaking process ranges from applying type over finished film pieces, to booking a director for a shoot, to shooting film themselves. "Some jobs come to us directly, some from postproduction houses, and others from agencies," says Deepend's head of broadcast graphics, Luiza dos Santos Cruz. "For example, the recent job we did for Benson & Hedges came through their ad agency Bates Dorland U.K., and we didn't have to pitch for it."

In the case of FT.Com, an online spin-off of the newspaper Financial Times, the client approached them directly, and the script and storyboard were created by Deepend. "That job was pure graphics, absolutely no filming at all," says Cruz. "It was quite an open brief; they told us the commercials were going to be on the air when the U.K.'s budget was published, and they didn't have to relate directly to the newspaper, but there had to be something to connect the two. So that's why they were done in pink. [Financial Times is famously printed on pink paper.]" The final commercials, which revolved around puns related to the effect of the budget, work well, with a far more appropriate and direct style than live-action would have.

Talent, though, doesn't always come in big packages. The two partners who together form Felt began their journey down the road to authorship by applying graphics to other people's films, but have since moved on to script, storyboard, direct, and edit commercials-all in-house. "We did a few end bits for the ad agency TBWA, who were doing a series of car commercials for Nissan," says Felt's Richard Carroll. "We were asked to create a corporate end device for the commercials-pure graphics, all done in After Effects. We started shooting some live-action for that, just very subtle small bits. That was a crossover job for us, and on the strength of it they commissioned us to create our first live-action commercial for the Nissan Primera GT." From there, Felt has gone from strength to strength, counting MTV and Sony Playstation among its clients. Each job extends the company's repertoire: "We did an identity for an MTV channel called MTV Base. We did the graphics, which were relatively straightforward, but then they gave us the chance to work on the sound design. All the time, we're getting the chance to learn new disciplines," says Carroll.

For three months last year, the pair were in Los Angeles working on commercials for Playstation and the Web site careerbuilder.com. "Both those jobs were liveaction pieces, done in our style and integrating graphics and moving image," explains Bridges. "We took the commercials for careerbuilder.com right through from beginning to end. We wrote the scripts on the plane, conference-called to make the changes, did the storyboard, the direction, the edit, and the sound design. It's like if you were doing a brochure: You wouldn't send it out to someone else to do the type. That would be pretty weird."

At the more experimental end of the spectrum sit another duo, who also shoot their material themselves: OS2, whose very graphic approach to film caused a stir at the London digital film festival onedotzero two years ago, has now successfully entered the professional film arena. "States [one of the firm's earliest experimental films] was about using the screen dynamically, the same way you would a page," says Richard Fenwick, creative director of OS2. To this end, the screen is divided into squares, filled either by graphic imagery or action sequences. The approach is reminiscent of a page layout and is about trying to make the screen work harder. After starting OS2 in their spare time, fitting it in between their day jobs as a graphic designer and a film producer, respectively, partners Fenwick and Adam Jenns now work for the company fulltime, producing moving-image assignments for the likes of the BBC, Sony, and design organization loograda.

The fact that so many young design groups are not only able to make films, but are also being commissioned to do them in place of the ad agencies, commercials and promo directors, and TV production companies who previously dominated moving-image work, is significant. The next generation of designers, many of whom are among the first to learn moving-image techniques as part of their graphic design training, will be looking to build on this lead, forming multimedia, multidisciplinary companies like Deepend, a role model to many; after four years in business, and with a 28-yearold managing director, Deepend employs 70 people and is gearing itself toward the "convergent media" revolution. When film on the Web is commonplace, the company, with its ability to shoot film and design the interface within which it is viewed, will have outflanked many of the slower traditional film and TV operations.

But much of the most interesting work currently being done by London's designers-turned-filmmakers never reaches the TV or cinema screens of the general public: All of the designers mentioned here, and countless others, are working on their own short films as well as doing commercial jobs. Deepend, for example, has sponsored a film made by two members of its creative department; OS2 keeps a number of personal projects going to explore the medium in ways that might baffle the uninitiated, were they shown on prime-time; tomato has made a number of films outside its commercial work for Nike and others, including one on a boxing gym in New York; and Felt recently finished a film on buffighting in southern France.

Independent film festivals such as resfest and one—dotzero have developed a large crowd of regular exhibitors, a disproportionate number of whom are graphic designers. It is here that some of the more

challenging work is shown-films that attempt to blur the boundaries between media, using type, grids, and static as well as moving images and suggestions of interactivity. In a twopronged attack, the graphic designers-cum-filmmakers have stolen ground from the art-house directors and producers as well as those at the more commercial end of

the market.

Filmmaking was once out of reach to all but a small group of broadcast specialists because of the enormous costs and technical requirements involved. Those barriers have now been lowered, if not removed. At the same time, a new generation of designers who don't respect the rules that once kept them in their place are saying, "We can do that"-and proving it. In addition, the proliferation of broadcast channels and new media, without corresponding budgetary increases, means that the advertising sector is beginning to look hard at value for money, something young designers working from the desktop offer in abundance. So who knows, by the time the U.K. is ready for Web-based TV, it might well be its graphic designers who are stealing the show.

Chris Barrett is editor of the Londonbased design magazine Graphics International.

Document iprt000020010807dw510003d

Juicy cure for life's ills.

By ADAM ZWAR. 661 words 2 April 2000 Sunday Herald Sun 32 English (c) 2000 Herald and Weekly Times Limited

IF you have lost interest in sex, Alistair Thomas can help.

He can also fix tiredness, pregnancy pain, stress and a bad immune system.

Mr Thomas is not a doctor. Nor is he a New-Age healer. His business is juice - and he is making a killing.

His juice cocktails have become a daily must-have for some people seeking a quick lunch, stimulant rush or natural medicine.

Mr Thomas' Flinders Lane bar, The Life Juice Co, is among a dozen specialist juice operations that have sprung up in Melbourne in the past three years.

Others include Zupa Juice, which has three outlets with two more under construction, Fresh Express in Hardware Lane, Se Juice in Chapel St and the Juice Food Company in Little Collins St.

The juice-bar revolution started about 10 years ago in California, where it has become a \$150 million industry.

The fad has spread throughout the United States and Britain.

In London, the Crussh juice-bar chain plans to open 30 branches throughout the city by the end of next year.

Mr Thomas, 29, is adamant about the benefits of juices and says he is responsible for the health and well-being of many city workers.

"They spend all day in an office and they want to have something that's good for them," he said. "Little else in their day is good for them. Busy people, who haven't time to eat as well as they should, get their nutrients in a cup."

Most popular of Mr Thomas' 21 cocktails is the Green Amphetamine - apple, orange, grape and guarana.

"It's the equivalent to coffee," he said. "But you don't get that corresponding 'down' that comes with coffee."

Also on the menu is the stress-beating Chill Pill, a concoction of carrot, apple, celery and ginseng; the arousing Love Juice, a mix of apple, pear, lemon and psyllium; and the soothing Pregnancy Punch, containing raspberry, apricot nectar, honey, milk and yoghurt.

Costing between \$3 for 340ml and \$3.95 for a 590ml drink, customers enjoy their cocktails with tofu burgers, sushi, rice balls and low-fat, wholemeal muffins.

Mr Thomas uses fruit and vegetables bought daily from Footscray Market.

He says his health has improved since he resigned from his job as a chartered accountant and started drinking juice.

"Being an accountant was a drag," he said. "And I'd seen these juice bars in London and thought I'd try

"These days I drink too much juice. In fact, my diet is nothing but juice."

Before opening the bar, Mr Thomas spent months researching nutrients and how they affected the body. He also collaborated with a food technologist to work on the menu.

"I could have plagiarised a whole lot of recipes from other places," he said. "But I wanted some credibility."

The owner of the Juice Food Company, Janette Taylor-Billau, says her operation is different from other Melbourne juice bars.

"We are 100 per cent organic," she said. "And that means being seasonal. We use whatever fruit and vegetable is in at any time of year.

"My customers say they can taste the difference."

The owner of the Zupa Juice franchise, who asked to remain anonymous, says many juice retailers are stealing each other's recipes.

"The industry is growing," he said. "And that type of thing is starting to happen.

"I studied the concepts people were using in California. And I didn't like the way they did it. So I changed it."

MENU OF MEDICINES

- * Immunity Booster this claims to counter flu and consists of carrot, orange, red capsicum and echinacea.
- * Hangover Over a concoction of beetroot, carrot, apple and ginger which claims to cure hangovers and re-balance the system.
- * Brain Bath for effective mental function, have a Brain Bath, a mixture of rockmelon, banana, wheatgerm, lecithin, milk and yoghurt.
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Document suhers0020010817dw42001nm

THE

Fruit juice aficionados put the squeeze on coffee bars.

By Emily Davies. 727 words 19 February 2000 The Times 9 English Copyright Times Newspapers Ltd, 2000

A CHAIN of juice bars is hoping to threaten the supremacy of the custom-made latte or triple espresso.

Leading the juice revolution are Crussh juice bars, the owners of which announced this week that they had bought their nearest competitor, Fresh N Smooth, based in Canary Wharf, East London. Crussh plans to open 30 branches across Britain by the end of next year.

Crussh began in October 1998 as a cafe in the City that sold fresh juice and food to a clientele demanding quick lunches and a stimulant rush. The founders, James Learmond, a former property developer, and Christoph Brooke, a former restaurant manager, have three other Crussh bars, all based in Central London, with another due to open shortly.

Mr Learmond, 33, is almost evangelical in his belief in the benefits of juices and adamant that they could easily replace coffee as a favoured pick-me-up in Britain. "We are not offering anything that is suddenly a new concept," he said. "People who think that this will be a fad are wrong. Sooner or later they are going to have to try it. Anyway, how long ago was it that coffee was just something you made in your office? No one dreamt that coffee bars would be so popular."

The most popular of 15 cocktails is Love Juice, a gentle potion of peach, strawberry, orange and banana. More scary, and more potent, is the Veggie - spinach, beetroot, carrot and cucumber. All juices are pressed in front of the customers at the counter. Nutritional supplements such as spirulina, aloe vera, ginseng, guarana and bee pollen can be added to any combination.

The takeover means that the specialities of Fresh N Smooth, smoothies (a frozen yoghurt and fruit mix) and wraps (a flat tortilla rolled around salad, meat or fish), will augment the existing Crussh menu of fresh juices, salads and soup. Mr Learmond admits that the edible merchandise of Crussh is crucial in sustaining profit, particularly in winter. They sell bacon sandwiches, croissants, and chocolate brownies alongside the organic salads, carrot cake and muesti. Coffee, tea and hot chocolate are available, but staff offer a free juice sample to every regular customer who orders coffee or tea but shies away from the juice.

Jennifer Murphy, 26, the manager of **Crussh** in Curzon Street in the West End, said: "We have had many converts when we offer people a free juice instead of their usual coffee."

There has been a burst of London juice enterprises with similarly obvious names. Fluid is in Notting Hill and Fulham. Squeeze is based in Kensington High Street. Farmacia, in Covent Garden, says that its juices are "organic liquid health solutions". Ranoush Juice, a Lebanese cafe in Edgware Road, has supplied carrot, orange and mango juice as a nonalcoholic tonic throughout the night for more than 15 years.

Among some newer converts to the trend there is still a stigma in skipping caffeine for vitamins. At **Crussh** in Curzon Street, an e-commerce worker would speak only anonymously about his juice habit, saying: "Yes, I come here every day. Yes, I need my juice. But only carrots, nothing else. It must be pure carrots, and then sushi."

Another man, with very shiny hair and rosy cheeks, admitted that a confession of a daily espresso would be a far preferable disclosure to his colleagues than telling them about his craving for Clean and Lean (pear and apple with a hint of lime). "I really like Clean and Lean. It's got to be either that, or Melon Blend (melon, banana and apple) in the morning. I don't require anything else.

"But please don't mention my name. What would people think?"

A MENU OF 'MEDICINES'

Deep Detoxifier

Intended "for those exposed to high levels of stress and pollution", the Deep Detoxifier contains ginger, apple, carrot, broccoli, kiwi, bean sprouts, and pineapple.

Immune Booster

The Immune Booster claims to counteract flu and consists of bean sprouts, carrot, ginger, pepper, pineapple and parsley. It promises to "give you a lift".

Purifier

This concoction of apple, mixed red fruits, carrot, celery and apple piedges to cure hangovers and cleanse the system.

All three combinations cost #2.75 for a 12oz cup.

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FT FINANCIAL TIMES World business newspaper

FOOD AND DRINK - Eating out? Londoners have always done it - A timely new exhibition sheds historical ...

By TONY THORNCROFT.
910 words
20 November 1999
Financial Times
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English
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FOOD AND DRINK - Eating out? Londoners have always done it - A timely new exhibition sheds historical light on the passion for food in the capital, says Antony Thorncroft.

If there is one craze that has seized Britain's national imagination in recent years, more even than football, the soaps, and clubbing, it is eating out.

Everyone's doing it, from McDonald's to Mezzo. In a stroke of timely brilliance, the Museum of London has mounted a comprehensive exhibition on the theme which effortlessly proves that eating out has been a passion, at least in London, since Roman times.

Indeed in the Middle Ages it was the poor, whose homes had no hearths, who relied on the local cookshop for the occasional hot meal, while the rich, with their servants and kitchens, dined in, a tradition that only changed in the 20th century.

Not that eating out was always a great culinary experience. A late 17th century writer describes a cook shop in Smithfield, an area which, unlike today, had an evil gastronomic reputation, in which the cook wiped under his arm with a dirty cloth before handing over a slice of pork to a customer.

Meat, mainly beef and pork, was the main take-away diet, with vegetables and salads only making an impact in the 17th century. Fish from the Thames, which ranged from salmon and pike to perch and eels, was everywhere, especially on the three designated fish days each week, until 19th century pollution cut off supplies. Dolphin was popular, and turtle became the craze from the mid-18th century on show is a 247lb turtle shell which fed 40 people at a City dinner.

The exhibition, designed by Conran and Partners, progresses from the splendour of a 16th century banquet prepared for the Drapers' Company, which included that greatest delicacy, swan, and the equally rare owl, to end in a **Crussh**, one of the new chain of juice bars, the fastest-growing segment of the US fast food market.

On the way you are as much entertained as informed, for the enthusiastic new director of the Museum of London, Simon Thurley, is a great populist. Among the exhibits is the remnant of a Tudor banana, and a complete bun, baked to celebrate the coronation of King George IV in 1820; there is the only surviving interior of an 18th century coffee house, Tom's, in Covent Garden, and an oyster basket which a young girl would have hauled round the streets in the 19th century, selling the poor a cheap snack.

Among the oldest exhibits is the silver gilt wagon made in Germany in 1554, and operated by clockwork, which would travel down the banquet table dispensing rosewater over the hands of diners; among the newest are the menus of some of London's trendiest rest-aurants.

The greatest insights into how people ate out in the past are provided by the pictures. The Marquess of Salisbury has loaned "A fete at

Bermondsey", depicting a cookshop catering for an alfresco wedding feast around 1570; a late 18th century view of St James's Park shows cows being milked to supply an instant milkshake for children; a painting of a 19th century coffee stall in a poor district is a reminder that coffee was then a cheap alternative to tea.

Much of the eating was done on the hoof. A painting of 1840 shows a worker buying a baked potato, plus salt and a slice of Irish butter, for a penny, from a street vendor. Also on display is the cup used for an ice-cream lick, the rather unsav-oury practice where, again for a penny, you got to slurp down a scoop of ice-cream. The cup was then refilled for the next customer, a prime source of disease, no doubt.

The middle classes only really took to eating out in the early 20th century, and many of the most evocative displays date from this period. Soho restaurants were beguilingly Bohemian, and cheap famous for their shilling dinners. Some were decorated by their artist clients - the Vorticist Wyndham

Lewis painted the walls of Le Tour Eiffel, and Christopher Nevinson and Mark Gertler earned their keep at Pagani's. Their work is lost, although a painting of a gathering of Vorticist artists at Le Tour Eiffel, by William Roberts, captures those wild days, and a visitor's book of 1908 includes signatures and doodles by Chaplin, Cocteau, Max Ernst and Raoul Dufy.

Many of the smartest restaurants had dance floors - one, the KitKat, even offered cinema screenings between courses - and a designer's view of Fischer's restaurant in Bond Street in 1932 depicts the start of a new phenomenon "ladies who lunch". The menus of long-gone Jewish East End restaurants, and the early menu of a still surviving Indian, Veeraswamys, are redolent of the past: apparently, pre-1914, London had one Indian and one Chinese restaurant.

There are now about 600 serving Indian food, out of a total of 3,000 restaurants in London. We take eating out for granted, but this exhibition traces an unexpected history of great changes in tastes and manners. We are very much what we eat.

* You can access the sponsor, SimplyFood.co.uk and its restaurant list, via the internet.

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Exhibitions - Oh please sir, can I see some more?

By ROBERT BEVAN. 666 words 31 October 1999 Independent On Sunday 4 English

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London Eats Out Museum of London

The Museum of London has done some determined scratching around at the back of the larder for its latest exhibition. It's come up with a piece of gingerbread sold at the last Frost Fair on the Thames in 1814 and a blackened Tudor banana skin suspended in formaldehyde.

The problem with any historical exhibition about food is that you cannot have your cake and eat it: over the centuries the evidence has quite literally been gobbled up. For something we take so much for granted but which is of vital importance all day and every day there is little to show for it - certainly before the 19th century.

This is partly, as the Museum acknowledges, because it is the story and artefacts of the wealthy that survive. Such material as exists on the lives of the poor has been gathered here in five pavilions - one per century - smartly designed by - who else? - Conran and Partners, the design arm of Sir Terence's food and furniture empire.

The pavilions trace the course of eating out from Elizabethan ale houses and cookshops to the gastro pubs and sushi bars of today. Despite their natty design, the displays are curiously traditional - objects in cases are supplemented by 3-D still lives of dining tables through the ages, complete with plaster joints of meat and fish borrowed from a giant's doll's house. The pavilions are linked by themed displays on the wall examining utensits, festival and street food via paintings, photographs and objects.

What it does bring home sharply is that eating out is not an invention of the modern period. If anything it is less Important now than it was for the 350 years from 1500 when few Londoners would have had their own oven let alone kitchen. Eating out, however humbly, was for many the only option for a burgeoning urban population with no access to the land. Cookshops provided basic fare, ale houses, taverns and inns something a little more substantial.

As London and its middle class grew over the centuries, the diversity of places to eat and the food on offer grew and became tied up in the economic and social life of the city. Coffee houses became proto-offices, and following the arrival of railway commuting the sandwich sustained workers who couldn't get home for lunch. In the 19th century this would have been wrapped in cabbage leaf. On display today is the wrapper of a Pret a Manger bacon and avocado special.

It was only with the advent of the restaurant in the 19th century that the idea of dining out for pleasure gained currency. Chains and franchises have increasingly built on this leisure potential to the point where Londoners now spend an average #700 a year on eating out. Wimpy and McDonald's arrived. Marketing and branding reign. Naturally, Conran gets a glowing mention.

With the pleasure has come guilty fears. Adulteration of food is nothing new: chalk in bread and veg cooked in copper pans to make them greener were just two of many findings in the Lancet in 1850. Further back, Chaucer's character sketch Hodge of Ware, Cook of London with his suppurating sores, doesn't even bear thinking about.

These fears - and the thorough commercialisation of food - are curiously reinforced at the end of the exhibition. "Eat Out", one giant graphic exhorts. Another raises "current concerns about food safety and genetic modification". You are then squeezed out through a fully operational juice bar operated by Crussh, the exhibition sponsor - a shiny prototype of a new chain. "Why juice?" we're asked. The blurb shamelessly plays on contemporary obsessions with health and ingest-ing vitamins. It's tempting to smash a display case just to see if the Frost Fair gingerbread is still edible.

'London Eats Out': Museum of London, EC2 (0171 600 3699) to 27 Feb 2000.

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Evening Standard

The juice is loose; Just the Job

DAVID ROWLEY
724 words
13 September 1999
The Evening Standard
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English
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FEELING tired? Have a coffee.

That has been the accepted response of knackered office workers for years.

But if the evangelical owners of the capital's juice bars have their way, that could all change.

Juices with added ginseng, ginger, herbs and wheatgrass can all give a clear head, and a kick start of energy, as effectively as coffee and tea.

Juices, of course, are also good for you.

A diet rich on Juices will help detox you. The purer your system, the stronger the effect of these juice combinations. But be warned - although they look innocent, many "juices" are surprisingly potent and are not to be taken by those planning a quiet evening unwinding in front of the telly.

We asked London's leading juice bars to name the drink most customers choose to start their day with.

WEST END

Juicemoose, 28 James Street, W1. Tel: 0171 487 2882. Opens 8am.

Most popular morning drink: The Brain Booster, small Pounds 1.99; medium Pounds 2.79; large Pounds 3.49.

Contains ginger, carrot, apple and orange.

How it works: The ginger gives a slightly bitter taste, but gets the circulation going and sharpens the mind. The carrot and apple cleanse the system while the orange helps overcome the bitterflavours of ginger and raw carrot.

Also popular here is the Blue Energy shake, made of soya milk, blueberries, vanilla and banana.

THE CITY

Crussh, 48 Cornhill, EC3V 3PB (also Curzon Street, Mayfair). Tel: 0171 626 2175, opens 7am.

THIS IS Evening Standard Most popular morning drink: Love-juice, medium, Pounds 2.50. It's made of strawberry, banana, peaches and orange juice.

How it works: This one is a bit psychological. Jennifer, manageress at Crussh, says: "The expression on people's faces when they come in can be a bit downcast, so the deep red colour of Lovejuice brings a bit of brightness into their lives." Outselling all other juices here by two to one, its appeal must also be that it contains probably the four sweetest and most popular fruits.

DOCKLANDS

fresh'n'smooth, Tower Concourse level, 1 Canada Square, Canary Wharf, E14.

Tel: 0171 513 0076, Opens 7am.

Most popular morning drink: Berry Blast smoothie, three-quarters of a pint, Pounds 2.30.

Raspberry, blueberry, frozen yoghurt and apple.

How it works: Many who visit fresh'n'smooth soon after its 7am opening have skipped breakfast. The thick and rich smoothies provide the equivalent of a meal that is easily consumed in the office with the minimum of mess.

Increasingly popular here are the 30p extra energy-giving supplements of ginseng and spirulina which can be added to drinks, with little noticeable change to the flavour.

Also good is the Bananarama smoothie, with banana, honey, ice, skimmed milk, Pounds 2.30.

COVENT GARDEN

Farmacia, 42 Shorts Gardens, WC2. Tel: 0171 836 3192. Opens 10am.

Most popular morning drink: Power Boost, 8oz (small), Pounds 3; 12oz (large), Pounds 3.50. Contains pineapple, apple, carrot, ginseng, schisandra and damiana.

How it works: Ginseng is for

energy. Schisan-dra, a Chinese herb, is good for the circulation, leading to increased energy and memory .

Damiana, a western herb, again gives energy and is renowned as an aphrodisiac.

The fruits are nutritious and cleansing.

This orange-coloured juice is the most effective of all the juices tried.

While the carrots make it a touch on the bitter side, you'll be alert and at full energy 20 minutes after drinking it.

NOTTING HILL

Fluid, 13 Elgin Crescent, W11.

Tel: 0171 352 4372. Opens 8.30am.

Most popular morning drink: Shot of wheatgrass, Pounds 1.30, washed down with freshly squeezed orange juice, Pounds 1.90.

How it works: The shot of wheatgrass is green, foul, mercifully small - and very good for you. You should feel the benefits almost immediately after downing it, according to Fluid's owner Tim Scott. The best way to take it is to think of England, down it in one and make sure you have a suitably acidic freshly squeezed orange juice to hand, to take away the taste in your mouth.

A daily dose should provide ally our energy needs, cleanse the body and help any healing process.

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DAILY EXPRESS

Top chef launches Jus Cafe

217 words 28 August 1999 The Express English Copyright (C) 1999 The Express

One of Britain's top chefs has opened the first in a chain of juice bars.

Michelin-starred chef Philip Howard, who runs The Square restaurant in London's upmarket Mayfair district, got together with top caterer Julian Dyer and Der-mot Verscholyle, co-founder of the Groucho Club, to launch Jus Cafe.

They plan to expand the chain to more than 40 within three years. Jus hopes to cash in on the rapidly growing popularity of juices and smoothles. It joins rivals such as Crussh, Fluid and juicemoose.

The craze for juicing has come from across the Atlantic where the juice bar market is already worth \$1billion (GBP620million). The company plans to open three Jus Cafes this year and 10 next year from an initial GBP750,000 raised from private investors.

A further GBP6million will come from bank debt before a stock market flotation. "We would look at listing in two to three years," managing director Dyer said.

"We don't feel juice alone could survive in this country because of the weather and the cost of fruit," he added. Jus Cafe, which will offer a range of snacks, hopes to cash in on consumers' increasing awareness of diet following fears over GM food and the use of pesticides.EMMA DANDY

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I'll have a glass of spinach; Fresh juice bars try to squeeze out London's coffee shops

MARK BENHAM
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16 August 1999
The Evening Standard
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English
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THE supremacy of American-style coffee shops in the capital's cafe scene is under threat from a new "fast drink" phenomenon - the juice bar.

London is witnessing a surge of bars specialising in drinks that combine such unlikely ingredients as spinach, carrot, beetroot and cucumber all in the name of nutrition.

At the newly opened **Crussh** bar in Curzon Street, Mayfair, customers can buy an Immune Booster to fight viruses (containing beansprouts, ginger, carrot, pepper, parsley and pineapple) or a Miss-A-Meal drink: coconut, apple, pineapple and ginger.

"They may seem bizarre combinations, but Juices can give you a natural pickup without the highs and lows that come with coffee," said James Deen, joint managing director of Crussh.

The former City banker admits that the British winter will limit the appeal of juice bars, but says there is a ready market in the UK among stressed executives seeking a healthier lifestyle. "The juice bar scene in London will never be like California or Australia," he said, "but there is no reason why it shouldn't become like New York, where there is about one juice bar for every five coffee bars."

Many of his customers are already knowledgeable about products such as wheatgrass, an ounce of which apparently contains as many minerals and vitamins as 1.5kg of fresh vegetables.

However, with drinks costing up to Pounds 3.65, the question is whether the benefits outweigh the price. Lyndel Costain, a nutritionist and spokesman for the British Dietetic Association, said: "Juice drinks are one way of getting more fruit and vegetables in your dlet and of meeting the five portions of fruit and vegetables a day that everyone should have.

"But people should not be fooled into thinking a drink is a meal substitute.

They are just part of a balanced diet."

The uninitiated will have the opportunity to judge juice bars for themselves as Crussh bars establish themselves in the City, Cornhill and, next month, in the King's Road and off New Bond Street.

A rival juice bar, Juice, which opened in 1997, is scheduled to open another outlet by the end of the year.

Tim Scott, owner of the Fluid bars, added a Notting Hill venue to the one in Fulham Road two months ago.

Crussh customer Winkie Spiers, who works for stockbrokers Pereire Tod, said: "I've got the boys in the office drinking them every day, and they love them."

Most customers at Crussh were sticking to a more familiar drink, however.

Heather Pheran, 29, said: "I've got to have my coffee in the morning. These juices look a bit rich for me."

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CAP THAT: ANITA DE SA AND JESS EASTWOOD AT THE CRUSSH JUICE BAR IN CURZON STREET

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Four of the best - Juice Bars - Food & Drink.

By A A Gill. 414 words 6 June 1999 The Sunday Times English

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Mango and Stone, 165a Brunsfield Place, Edinburgh (0131-229 2987). Also opening in Princes Square, Glasgow The Celtic rim of these islands has always been a magnet for missionaries, but a juice bar in Scotland makes St Columba's job look like preaching to the converted. Edinburgh is Europe's premature death capital, the city where real men don't have blood in their arteries, they have black pudding. Juice bars are an insult to the very soul of the Scots. Opening one in Auld Reekie is proof that a diet of health food turns you into a hopeless fantasist. Juices from 95p.

Fresh Brazil, 181 Edwards Street, Brighton Brighton, as I'm sure you're aware, is the vegetarian capital of Britain. It's also the itinerant dole collection capital of Britain. Are these two facts connected, we ask ourselves. Fresh Brazil continues the infantile naming of juice bars; they may live to be 150, but the humour never passes 12. This one is run by a real Brazilian - no artificial ingredients, nothing added - but I bet three rings off my aura and the crystal of your choice that he's never seen Charley's Aunt, or knows its catchphrase. Juices from #1.35.

Squeeze, 27 Kensington High Street, London W8 (0171-376 9786) I reviewed Squeeze a couple of months ago and, you know, it still seems like only yesterday. But my doctor says: "Give it time, it'll pass." The best thing about this place is that it's next to a coffee shop where you can get real caffeine, refined sugar and unrefined cake. I do have a vivid memory that the customers boasted the healthiest pimples I've ever seen, which I suppose proves that pulped fruit is human BabyBio. Juices from #2.75.

Crussh, 48 Cornhill, London EC3 (0171-626 2175) A city juice bar whose name does at least have the benefit of being a warning - it's very small. With the best interests of the clientele to the fore, it has dreamt up something called the Stressbuster, presumably in the hope that when the little Nick Leesons find that they've inadvertently binned #3 billion of their client's money, they can chill out with a cunning cocktail of soft fruit thickened with low-fat yoghurt. Juices from #1.99.

A A Gill

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THE

Juice bars put squeeze on coffee - Fresh 'n Smooth.

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Victoria Fletcher discovers how an unripened industry is stirring a blend of ingredients for success

First it was health clubs, then it was coffee houses and now it's juice bars. Just as Britain thinks it has grasped the latest trend from across the Atlantic and is confident that bagel and coffee really is a better breakfast than toast and marmalade, another, more complicated concept bursts on to the market.

This year the juice bar, once the earthy retreat only for sandalled eco-types, is to go mainstream, with a tripling in the number of specialised outlets planned within the next few months. With a menu that makes a decaf, non-dairy, fat-free, iced latte look basic, juice bars hope that the growing desire to be healthy will override the fear of the unknown vegetable and make freshly blended juice the nation's favourite early-morning pick-me-up.

For the past two years, juice bars have been tentatively trying to break into the UK marketplace. After thriving in the US throughout the Nineties, it seemed the obvious copycat success story since both health clubs and coffee shops did as well over here as they had done over there. Surprisingly, the market in Britain has been far less receptive. Within a few months of opening in 1998, a couple of London's first juice bars went under. Then, late last year, one named Juice managed to get the mix of ingredients just right.

Unlike many of their US counterparts, which offer only drinks, the key to successful juice bars in Britain is balancing the offer of freshly blended fruits with a spread of meals and snacks. The British idea of healthy living seems also to require sandwiches, soup, coffee and, of course, a totally natural, icing-smothered squidgy cake.

In just the past six months, a further three juice bars have opened in London, each with their own recipes not just for fruit and vegetable blends but for ambitious expansion that could see the industry multiplying to coffee-bar proportions in less than two years.

And if the juicers are to be believed, juice is the new coffee. Just as the big coffee companies battled it out for market domination, ending in Starbucks's triumphant takeover of Seattle Coffee Co, the same is about to happen between these fresh-fruit blenders. Mark Chaplin, the 28-year-old founder of juicemoose, says the race is on to expand as quickly as possible and so become a national and immediately recognisable name in the juice bar market. Although at present he has only three juice bars, Mr Chaplin hopes to expand to 47 by 2001 with an operating profit of #1.5 million.

"I suppose we just don't know if it is going to be popular," Mr Chaplin said. "Whether we can educate people about why they should drink juice will be the key to whether we succeed or fail."

This is part of the problem. Although the British public understands the necessity for healthy living, a late night and a hangover usually require copious amounts of coffee the following day, not a shot of something that, although it has the nutritional value of 2lb of garden vegetables, tastes like liquidised lawnmower cuttings.

Tim Levene, managing director of Fresh 'n Smooth at Canary Wharf in London, believes that health is, in fact, the last selling point for juice bars in the UK. "We operate on a health-by-stealth concept. People regard healthy food as tasting revolting. We just make sure what we sell tastes delicious, and just happens to be good for you."

The biggest problem that faces this unripened industry is its sheer expense. A "smoothie", or freshly squeezed juice, costs anything from #1.95 for a tiny glass to #3.49 for a decent gulp. And while profit margins for a simple coffee tend to tremble at the 85 per cent mark, the cost of fruit and blending mean a similarly priced juice will offer only 50 per cent profit margins for the juicer, making the juice bar business even more reliant on its edible output. Add to this the effects of the British cold spell, which, unlike the US, lasts for ten months of our year, and convincing the public will take a lot of hard work.

This is a challenge all of the juice bar owners have accepted. All are young, male, middle-class entrepreneurs who each claim to have gained the definitive "juicing knowledge" after intensive employment in the juice outlets of the US. James Deen, the owner of Crussh, in the City, says he will open two more sites in the capital by June. He is sceptical about his competitors' fruit and veg

know-how. "People get into this industry with an idea that they can create their dream without looking at numbers. It's not hard to come up with a juice business, but it is very hard to make it profitable." With profit margins of 70 per cent since they opened in October, Mr Deen has no qualms about selling coffee, sushi and muffins to buoy up the dicey juice side of the business.

"Juice isn't about putting nice-tasting stuff in a cup," he says, somewhat surprisingly. "It's about stimulating customers and convincing them it's more than just a drink." And this, for a drinks industry, will be their toughest problem.

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THE'S INDEPENDENT

Food - Extract, extract, read all about it.

By Caroline Stacey.
1,290 words
1 May 1999
The Independent - London
English
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Seattle-style coffee, designer soups, and now freshly squeezed juices. The latest culinary cult transforms fruit and veg into revitalising elixirs.

Ranoush Juice on London's Edgware Road is to vitamin C what Bar Italia in Soho is to caffeine. Juice bars in the capital are sprouting faster than alfalfa seeds, but this is the original, a marble-clad bit of Beirut where heaps of golden fruit and vegetables - carrots, oranges and mangoes - are freshly squeezed for people who don't drink alcohol but need the vitality to stay up past midnight. For nearly 20 years it has been a late-night oasis for Middle Eastern exiles, and since London has become a city of the night, Ranoush Juice has also been an exotic beacon of fresh and healthy food and drink for plenty of others wide awake on more than natural energy.

During the day, the new wave of juice bars serve another purpose, to redress in an instant the damage done by doing, drinking and eating what's not good for you. Farmacia, in Covent Garden, which takes the most clinical approach, doesn't even call them juices. They're "organic liquid health solutions".

And the extremists of the freshly squeezed juices movement claim a great deal: longevity, recovery from terminal illnesses, grey hair turned back to its original colour are just some of the wishes that they insist juices can make come true.

Whether we really believe this or not, we're still prepared to swallow these juices when they're as refreshing and invigorating as a Mint Zing (orange, apple, mint and melon), a Red Planet (carrot, beetroot and celery), Pink Passion (pineapple, grapefruit and ginger) or Fatigue-Fighter (carrot, spinach and avocado). In the space of a few days, I have been cleansed, revitalised, detoxed, destressed, energised, boosted and just a bit gutted for #2 to #4 a throw - all in the line of research of course.

The Planet Organic supermarket, which opened in 1995, featured the first of the new wave of London's juice bars. Since then have come Fluid, **Crussh**, Squeeze, Juice, and Fresh 'n' Smooth. Each one squeezing and crushing and juicing fresh fruit and veg for liquid consumption.

Outside London, the choice of juice bars includes Mango & Stone in Edinburgh, which opened some 18 months ago. "We squeeze to please" is the slogan in front of which Gordon Brown, perhaps wisely, refused to stand to be photographed on a visit to promote small businesses in Scotland.

Gordon Watt, who started Mango & Stone and is planning to make it a national chain, like South Africa's Juicy Lucy's or California's Jamba, has a marketing and PR background and previously worked for the Champagne company Moet & Chandon. "We're funky first and healthy second," he says of his concept for Mango & Stone, which is aimed at stressed executives. Watt plans to open outlets in airports, shopping centres and hotels. "We didn't want to be seen as a green, wholefood-style shop," he adds.

Although Watt has researched the supposed benefits of the various combinations, and the blends are sold as "drinks for reasons", he doesn't make specific health claims. It sounds, however, like a natural anti-depressants is what consumers in Edinburgh are after: the most popular combo is the "Don't worry be happy" blend of tropical fruits.

At Planet Organic the blends that slip down fastest are carrot, apple and ginger, and mixed vegetable: celery, spinach, beetroot, carrot and fennel. Carrot alone is considered passe, and more and more customers at the juice bar are seeking something more challengingly health-giving to drink.

Now, it seems, we cannot live, or at least revive ourselves, by juice alone. The latest trend is the addition of nutritional supplements. These occupy that generally unappetising - and often unproven - area between food and medicine where extraordinary benefits are claimed but backed up only with anecdotal evidence.

At least squashed fruit and vegetables taste delicious; the same cannot be said for wheatgrass extract. Along with bee pollen, echinacea, ginseng, guarana, spirulina, blue-green algae, flax seed oil and lecithin, this is at the cutting-edge of supplements, and shots of the extract can be drunk on their own if

you're prepared to risk a headache the first time you try it.

Christopher "Do you have to use my second name?" is a photographer who has been growing wheatgrass for 20 years, and using the juice in his personal health programme. His Green Seed Company now supplies many of the juice bars that crush it as fast as he can grow it, which takes about 10 days from seed.

He is evangelical about the astonishing powers which he says the substance possesses. The effect of wheatgrass julce on the system is instantaneous, apparently. It is said to boost the immune system and is chock-full of chlorophyll, which cleanses and neutralises the toxins in our systems. It also, he claims, enhances the blood's capacity to carry oxygen and nutrients to every cell including the brain, and other organs, plus the skin.

"We are all in a toxic state, by being on this planet," says Christopher. He grows around 150 trays of wheatgrass each week, seeded in compost with the addition of seaweed for additional minerals. Wheatgrass, he adds, is already one of the richest sources of vitamins A and C, and contains calcium, iron, magnesium, sodium phosphorus, potassium, sulphur, cobalt and zinc.

Not all are quite so evangelical about the supplement. Henri Davies, a former personal trainer who switched from dispensing nutritional advice along with his exercise programmes, to starting Juice in Covent Garden, is not convinced. His priority is juices which people simply like to drink.

"We live fast lives, we need to be able to have healthy food very quickly. But I didn't want to preach to the converted, I wanted to expose more people to the idea," he explains. When he started Juice less than two years ago it was the first place where you could sit and enjoy a freshly squeezed juice, eat, drink coffee, even smoke.

Smoothies, with banana, low fat yoghurt and fruits are almost as popular at Juice as "remedial juices" because they're nice and sweet. "No matter how healthy a drink is we don't sell it if it doesn't taste good," says Davies. Which generally rules out wheatgrass. Anyway he's sceptical about its benefits. Spirulina and blue grass algae "are more potent, have the full spectrum of vitamins, a rich source of protein and have 70 per cent more chlorophyll than wheatgrass", he claims. Nevertheless, "if people want wheatgrass," and it seems more and more do, "we'll give it to them."

Since Juice opened, regular users have become more adventurous. Now the Flu Fighter, with beetroot, carrot, apple and ginger, is beaten only by the Mega Detox, with beetroot, carrot, celery and apple.

As Gordon Watt says, "How many people have time to eat the recommended five pieces of fruit a day?" Juices save the time it takes to chew through a salad, and give us the power of fresh fruit and vegetables in one refreshing, colourful gulp

Farmacia, 169 Drury Lane, London WC2 (0171-831 0830); Green Seed Company e-mail: christopher@green-seed.freeserve.co.uk; Juice, 7 Earlham Street, London WC2 (0171-836 7376); Planet Organic, 42 Westbourne Grove, London W2 (0171-221 7171); Mango & Stone, 165 Bruntsfield Place, Edinburgh (0131 229 2987); Ranoush Juice, 43 Edgware Road, London W2 (0171-723 5929); Riverside Juice Bar, 18 The Podium, Bath (no phone).

Top juicers: Fast Forward, page 51.

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SuperMarketing

Sainsbury's aims to Juice Up drinks.

By Susie Whalley 352 words 16 April 1999 SuperMarketing 16 English

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Sainsbury's is encouraging its customers to get healthy at its new Juice Up and Shake Down fixtures, which have gone on trial in five Savacentres.

The newly designed gondola ends feature Sainsbury's premium chilled juices, smoothies and milk shakes. Branded smoothies are also on offer from manufacturers such as Pete & Johnny's.

Bright colours and fun branding aim to push the health benefits of the products to the fore in this experiment to boost sales.

Healthy julces and smoothies have already been popularised on the high street by standalone julce bars such as **Crussh**, which opened in London last October. The supermarkets are keen to build on the trend by bringing credible juice offers into their stores.

James Deen, managing director of **Crussh**, was approached by a supermarket soon after it opened to talk about developing a juice bar concept in-store.

Once the Julce Up and Shake Down trial has been completed, the concept is likely to roll out from the Savacentres into Sainsbury's supermarkets.

Harry Cragoe, managing director of Pete & Johnny's, hopes the new fixture will clear some of the muddle from the juice category.

"It has become really confusing," he said. "Customers who shop the category will be seeing 40 or 50 different offerings, some of which are very premium and others of which masquerade as premium. In the USA you actually have whole areas of the supermarket that stock only premium products."

Also on offer in the fixture are Pete & Johnny's two new functional smoothies, which claim to "bridge the gap between healthy and delicious" and offer added vitamins, minerals and plant extracts to the usual fruit juice mix.

C Monster is a blend of apples, grapes and blackcurrants enriched with vitamin C and Echinacea extract, which purifies the blood and helps fight infection. Get Your Vits! is a blend of oranges and mangoes with added vitamins and natural Guarana extract, which is said to have healing, energising and aphrodisiac qualities.

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SuperMarketing

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By Susie Whalley 352 words 16 April 1999 SuperMarketing 16

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Features
Our Kinda Town

Marina Hyde 680 words 5 March 1999 The Sun The Source 26 English (c) 1999 News Group Newspapers. All rights reserved

10 great places to go for fresh juice.

RANOUSH JUICE BAR 43 Edgware Rd, W2 (0171-723 5929).

Open: 9am-3am daily.

Let's face it, it's time we started thinking about hangover prevention, not just hang over cure. Picture the scene: It's 2.30am on a Saturday night, you're playing in a crucial Sunday league match tomorrow, and the eternal pints vs shorts battle is waging in your stomach. At that point, a Pounds 1.50 freshly-squeeezed orange juice is your ticket to survival.

JUICE 7 Earlham St, WC2 (0171-836 7376).

Open: 10am-10pm Mon-Sat; 11am-7pm Sun.

Great, I thought as I drank my Pounds 2.60 'workout shake made with ion exchanged protein'. Not only am I desperate enough to think that putting more food into my body is helping me lose weight, but I've also ordered a drink that was created by some sort of nuclear process.

CRUSSH 48 Cornhill, EC3 (0171-626 2175). Open:

7am-4pm Mon-Fri.

Sooner or later there comes a point in every juice-lover's life where they have a choice - they mature gracefully or be come deviant. I'm ashamed to say that I fol lowed the second path in Crussh. Sick of wholesome encounters with oranges, I got into some pretty weird experimental juicing, on one occasion mixing carrot and raspberry and a herbal supplement.

Plus I paid Pounds 1.80 for it, I'd rather we never spoke about it again.

NEAL'S YARD BEACH CAFE 13 Neal's Yard, WC2 (0171-240 1168).

Open: 11.30am-6.30pm daily.

I know what I said about hangover pre vention, but sometimes damage limita tion's your only option. If Red Adair drank juice (and heck, he might well do), he'd probably drink the Beach Cafe's Pounds 2.75 Vitamiser (carrot, apple and celery).

SQUEEZE 27 Kensington High Street, W8 (0171- 376 9786). Open: 8am-7pm Mon-Fri; 9am-7pm Sat; 10am-7pm Sun.

Namewise, they took on a lot of South London/Jools Holland-based baggage, so full-credit to Squeeze for wringing out some corkers. I went for the female boost supplement in the hope that it would make me shoot over buildings like Wonder Woman. This didn't happen, but at Pounds 2.95 it was always unlikely.

PLANET ORGANIC 42 Westbourne Grove, W2 (0171-221 7171). Open: 9am-8pm Mon-Sat; 11am-5pm Sun.

Someone I know described this as a macrobiotic filling station - I, in turn, described them as a pretentious tosser.

Still, I'm shallow enough to have pretended to enjoy my Pounds 4.69 Big Buzz (ginseng, carrots, ginger and wheatgrass) with them as they were paying.

THE BLUE ROOM 3 Bateman St, W1 (0171-437 4827).

Open: 9am-midnight Mon-Frl; 10am-mid night Sat; noon-11pm Sun.

A carrot, orange and ginger combo at Pounds 2.50 is supposed to be an excellent detox - frankly I think a lot of us need to get Dyno-Rod in to purge our systems but, as always, it's finding the time. In the meantime, juice on the run.

JONES DAIRY 23 Ezra St, E2 (0171-739 5372). Open:

9am-3pm Fri-Sat; 8am-2pm Sun.

You'll have three great lemon squashes in your life - maybe four if you're lucky.

Tick one of them off here for Pounds 1.20 - a small price to pay for your dreams.

LOVE 62-64 Weymouth St, W1 (0171-487 5683).

Open: 8am-7pm Mon-Sat.

If only Pete Beale had seen that the future of fruit and veg was in juicing, he could have gone places with his stall.

They're flogging fruit power shakes here for Pounds 2.95 a throw.

HARRODS JUICE BAR Dress Circle Restaurant, Harrods, SW1 (0171-730 1234). Open: 10am-6pm Mon-Tue, Sat; 10am-7pm Wed-Fri.

Choose from 17 fruit and vegetable juices and create your own lethally-healthy cocktail for Pounds 3.95.

MARINA HYDE

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THE

The future is orange - Feeding time - R+R - Food & drink.

By Simon Brooke.
1,121 words
9 January 1999
The Times
English
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...and ginger and any other fruit or vegetable you care to mention, as Californian-style juice bars become the latest health fad to cause a buzz in the high street

It's time to put down your triple grande semi half-caf/decaf caramel mocha and reach for a High Kick or a Red Reviver. No sooner, it seems, have we mastered the jargon needed to order a cup of coffee these days than a new takeaway drink has arrived - 1999 will be the year of juice.

About 60 juice bars will open around the country this year, selling freshly mixed cocktails of fruit and vegetable juice. Needless to say, the trend has come from the west, particularly from California. "In America there is a juice bar in almost every deli," says Josephine Carpenter, a self-confessed "juice anorak" who has been trying for more than ten years to persuade the British to take this health food innovation seriously. Just over a year ago she founded The Juice Company, which provides juicing machines for professional and domestic customers.

Carpenter predicts that in five years' time juice bars will be a feature of every high street. Already in America the business is worth nearly \$3bn. Gwyneth Paltrow and Jodie Foster are committed to their juice, while the cast of Friends have, in reality, spurned the coffee they quaff on screen in favour of the drinks on offer at their local Brentwood branch of US chain Jamba Juice. "All Hollywood seems to be juicing now," said Los Angeles Magazine last year, while The New York Times has predicted: "This is going to be bigger than frozen yoghurt ever was."

"The advantage of drinking juice is that the body can absorb the nutrients directly rather than having to extract them from fruit and vegetables," says Mark Chaplin when we meet at his new bar, Joose, near Selfridges in London. The curly-haired 24-year-old's mobile phone rings incessantly as we talk over a strawberry and blackpepper shake (him) and a strawberry, pineapple and apple "Boozer" (me).

"We're not preaching to anyone," he says. "In our Paris branch, for example, most of the customers smoke. The point is that you can smoke, you can get drunk once in a while, eat the wrong things every now and then, but have a juice regularly and do your body some good."

James Deen is another member of the new school of juicers, a million miles from the weave-your-own-muesli end of the health food business. "We want it to be fun and funky," says the Old Etonian and former merchant banker, who teamed up with a school friend, James Learmond, to start Crussh. They plan to have four branches by March, and another ten by the end of the year. Certainly the first outlet, in Cornhill in the City, furnished as it is with groovy multi-coloured leather sofas and menus reminiscent of nightclub flyers, seems to be doing a roaring trade. As well as juice, Crussh offers a complete health food takeaway service, something Deen is particularly keen on, having observed the City trader's diet of caffeine and cocaine.

Crussh's nutritional consultant, aka "Nutri Doc", Roderick Lane, counted Diana, Princess of Wales, among his clients. He is keen to stress that his juices have a more serious nutritional element than fast food, milk shakes and fruit smoothies. "We work on the nutritional content first and then we make it taste good," he says. The "Internal Cleanser", for example, contains, among other things, carrots, which are rich in beta carotene and so help the liver to process foods, and cranberries, which are particularly good for kidney function. "Fruit is a good cleanser for the kidneys, whereas vegetables cleanse more deeply, getting to the liver, for example,"

What sun-dried tomatoes are to Cal-Ital cooking and lime and coriander mean to Thai food, wheatgrass is to juice. "Wheatgrass is grown from the red wheat berry, a strain of wheat that produces high concentrations of chlorophyll, active enzymes, vitamins and other nutrients," says Josephine Carpenter. Most juice bars have it growing in boxes either on the counter or in the kitchen, together with the mincer needed to extract the precious juice. One ounce of the resulting nectar is supposed to have the same amount of vitamins, minerals and amino acids as two to three pounds of green leaf vegetables. Nutritionists advise one or two ounces a day initially, building up to four with time. "It'il have you bouncing off the walls within 20 minutes," says Carpenter, who likes to mix it with carrot or pineapple juice. It is also often served as a chaser to other fruit and vegetable juices. Juice evangelists hope that a Wheatgrass shot will one day compete with the espresso.

Some dramatic claims have been made about the power of juice. Max Gerson, a German nutritionist,

argued in the first half of the century that drinking large qualities of fruit and vegetable juice throughout the day could not only challenge the onset of, but even cure, cancers and other degenerative diseases. At the Gerson Institute near San Diego, California, patients drink fresh carrot and apple juices (wheatgrass is considered too strong) every hour, up to 13 times a day. "We believe that by making the body healthier, it is more capable of fighting diseases," says a spokesman.

Many of the big American franchises such as Jamba Juice, Juice World, Juice Stop and Zuka Juice are already eyeing Britain and Europe and have been encouraged by the success of American-style coffee bars.

The new juice entrepreneurs are anxiously aware that they are on the edge of something big. Gossip is rife and rivals gently denigrate each other: "They make their juice in the morning and store it in jugs all day", or "They really just make sugary smoothies". Certainly with huge growth potential and margins of up to 1,200% on a glass of simple carrot juice, profits are one of the healthiest aspects of the Juice bar revolution.

Liquid Assets

- * carrots rich in beta carotene, which is good for the liver
- * ginger a good detoxifier and useful in treating hangovers and nausea
- * soya sprouts help the body utilise other vitamins
- * parsley a good cleanser for the kidneys
- * pineapple contains bromaline, which helps clear the gut
- * cranberries good for cystitis and other urinary infections
- bananas rich in carbohydrates for energy
- * broccoli good for digestion and for countering stress-induced vitamin exhaustion
- * peppers good for effective working of arteries and vascular system
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SuperMarketing

A year on the edge.

3,779 words 18 December 1998 SuperMarketing 9

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That was the year that was. Mike Dennis and Rob Willock chart the comings and goings in what has turned out to be quite a turbulent 12 months for the food retailing industry

It has been the year of living dangerously for the food retailing industry. The Office of Fair Trading launched an investigation into competition in the market, which could result in a potentially damaging Monopolies & Mergers Commission inquiry in 1999.

This year also saw the possibility of even stricter controls on out-of-town developments, and the threat of a tax on retail car parking spaces.

But food retailing remains a vibrant industry as well. During 1998, the concept of home-shopping became a reality for many households, takeaway food really took off in the major supermarkets, and the spread of financial services seemed endless.

This has been quite a year...

JANUARY

The 60-hour trading marathon over Christmas was said to have proved crucial in making the festive season a much merrier time than anticipated for food retailers, following fears that it would turn out to be a damp squib.

More than 200 supermarket outlets opened their doors continuously from December 22 to Christmas Eve in the biggest wave of 24-hour trading undertaken by UK food retailers.

There were growing fears that tighter planning regulations would really hit the supermarket industry during 1998 and that this would result in a greater emphasis on edge-of-town and city centre developments, as opposed to out-of-town superstores.

Agriculture secretary Jack Cunningham unveiled details of the much-anticipated new Food Standards Agency, although the question of how the #100m needed to run it was raised as being a major worry for the food industry.

The supermarket industry said goodbye to Sainsbury's deputy chairman Tom Vyner, who retired after 20 years with the company.

Tesco's ECR (Efficient Consumer Response) programme had saved the retailer #60m over two years, putting it well ahead of schedule for its #100m five-year target, Further savings were predicted when Tesco rolled out its latest ECR initiative to stores and depots, linked to its Clubcard.

The supermarket industry's battle against global brands - which would be a feature of the retail scene in 1998 - intensified, with Asda launching a range of price cuts on perfumes and skincare products and Tesco introducing cheap Nike trainers and sports clothing.

The first rumours that Wai-Mart would come to the UK "sconer rather than later" began when the US giant bought 21 Wertkauf supermarkets in Germany.

february

The proposed merger between Somerfield and Kwik Save would have "profound ramifications" for the pricing strategies of the whole sector, reported SuperMarketing. The deal would give the enlarged retailer a turnover over #6.7bn and as many as 1,500 stores.

The return of the Co-op "Divi" was completed with the Co-operative Wholesale Society rolling it out nationally after launching its loyalty scheme on a regional basis. Co-operative Retail Services said it was staying alo

Sainsbury's pledged to embrace new technology by rolling out self-scanning, home shopping and home delivery, as well as testing a front-end customer kiosk called Interact that could be linked to the multiple's banking operation.

Takeaway food in supermarkets was a concept that really took off in 1998, with Asda even considering drive-through takeaways in some of its stores. By the turn of the year, Asda was already claiming to be the biggest Indian takeaway vendor in the country.

Sainsbury's turned down the chance to link with the Millennium Dome celebrations and left the door open for Tesco to step in. its #12m deal will create the "Domesday Book for the 21st century", a living record on the Internet of the thoughts and actions of schoolchildren across the country.

march

World Cup fever got under way with Sainsbury's sponsorship of the England football team as the Official England Supermarket. As a result, Sainsbury's would be offering shoppers a host of exclusive football-themed activities and merchandise as well as a medal collection and food products carrying the Three Lions logo.

An exclusive consumer poll for SuperMarketing by Mintel revealed that half of supermarket shoppers would rather have lower prices than a points incentive scheme. But it was also revealed that shopper participation in loyalty schemes had risen to saturation point as consumers became less sceptical about supermarkets' motives for running them.

Iceland revealed plans to rebrand the convenience store concept it was testing in the London area as Iceland Extra. It planned to extend the trial to a further four stores within the M25. Chairman and chief executive Malcolm Walker said the retailer was to roll out its home shopping trial. Its home-delivery service had gone national in summer 1997.

The axe fell on Molly and Joe as Safeway planned to introduce a new set of characters for its TV advertising, which would include the voices of Cilla Black and Jeremy Clarkson.

Marks & Spencer opened its first rear-service delicatessen counter at its Cribbs Causeway store in Bristol. The retailer had been expected to open six of the delis by April but the concept took longer than anticipated to finalise.

april

SuperMarketing exclusively revealed that Morrisons was moving into clothing by testing a range of sportswear and underwear for boys and girls aged up to eight years. The own-label clothing range was being branded GIM (Girls in Morrisons) while, for boys, the retailer revived the Gola sports brand as an exclusive range.

Meanwhile, Asda's George clothing range was bigger than many high street fashion retailers and was "nipping at the heels" of BhS, according to Verdict Research. M&S remained market leader with 15.1%, followed by Arcadia (5.8%) and Next (4.1%). Asda held a 2% market share.

Budgens' B2, the premium-priced convenience format, was launched with the aim of being extended beyond the 30 former 7-Eleven stores earmarked for conversion. The first B2 opened in London's Shaftesbury Avenue.

Tesco launched its first Irish Food and Non-Food awards, with the winner in each category being listed for nine months in all Irish stores and in Tesco's top 200 stores in the UK.

Multiple grocers were stepping up efforts to draw customers' attention to organic products, with Tesco looking to create an in-store department devoted to organic products within five years. Sainsbury's was planning to roll out block merchandising of organics within individual product sectors to more stores.

Severe flooding in the Midlands disrupted normal Easter shopping. Safeway's store in Tewkesbury, Gloucestershire, was forced to close on Good Friday and Easter Saturday when surrounding roads were flooded. The retailer's Stratford-upon-Avon store acted as a haven for shoppers when the town was cut in half by floods.

may

The Sainsbury family cut its ties with the management of Sainsbury's when David Sainsbury, Lord Sainsbury of Turville, announced he would step down as chairman in September. He was to be replaced

as non-executive chairman by Sir George Bull, said to be the architect of the merger of Grand Metropolitan and Guinness. The Sainsbury family retained a 40% stake in the business.

The announcement of his departure came at Sainsbury's full-year results, which showed that the retailer was on the road to recovery with an 11.8% climb in pre-tax profits to #782m. But Corporate Intelligence on Retailing data showed that Tesco was still increasing its lead over Sainsbury's as a result of its Irish expansion and its moves into Central Europe and the Far East.

Safeway was hit by a 12% drop in pre-tax profits to #375.2m, but chief executive Colin Smith remained bullish in the light of good like-for-like sales growth for the first six weeks of the financial year.

The collapse of merger talks between Asda and Kingfisher disappointed the City. Asda chairman Archie Norman hit back at City investors who issued an 18-month deadline for the retailer to hammer out a fresh deal.

Asda planned to puts its 13 London stores into a single regional grouping as the retailer looked to take the store upmarket to meet changing consumer demands in the capital. Among the ideas being looked at were providing an exclusive range of higher quality products in the deli, health and beauty, and wine fixtures.

Tesco deputy chairman David Reid claimed the retailer had the store portfolio and infrastructure to give non-food retailers a "run for their money". He said four or five Tesco Extra stores would join the UK portfolio within a year.

A major challenge was Issued by Tesco to specialist health and beauty retailers with the launch of the own-label Make-up range. Tesco aimed to make "modern and professional cosmetics" easy for consumers to buy in a supermarket, with all items in the range priced at #5 or less.

The race to develop a 55,000sq ft supermarket on a prestige site next to the Millennium village and dome in Greenwich, London, was won by Sainsbury's. The outlet is to open in the second half of 1999.

Somerfield managers were to dominate the marketing team for the new group formed out of the merger with Kwik Save in an attempt to create a "strong brand" able to compete with Marks & Spencer, Sainsbury's, Tesco and Asda.

june

Asda unveiled plans to double the number of stores trading overnight, and extend 24-hour opening to smaller stores. Eight stores were poised to go 24-hours within two months, ranging in size from 44,000sq ft to 78,000sq ft.

Asda's foray into takeaway and drive-through restaurants was expected to silence City criticism that it must look for new areas of business to maintain and improve sales growth. Asda said its first drive-through in Canterbury, Kent, would open later in the year, and another soon afterwards.

The Alldays convenience store chain planned to offer shoppers own-brand hot food - including pizzas, kebabs, Tex-Mex and jacket potatoes - in its city-centre stores. The move followed the success of hot food sold from an in-store cafe called Grab & Go at a store in Edinburgh.

An explosion in Internet shopping over the next two or three years was being predicted in Euromonitor's Retail Trade International 1998 report, which said that the potential was there for supermarkets as well as other retail operations.

The Kwik Save brand was to be phased out "as soon as possible" in a three-to six-year process, with the aim of having just the one brand in Somerfield.

The retail food industry was increasingly concentrated in the hands of Tesco, Sainsbury's, Asda and Safeway, which were expected to account for 70% of all food sales, according to Mintel's annual Food Retailing Report.

july

The multiple grocers were let off the hook in the Government's New Deal for Transport white paper when it came to the issue of taxing retail car parks. The tax threat was not completely ruled out but it was sidelined for the foreseeable future at least.

Tesco's decision to set itself up as an Internet provider could leave it unable to cope with the expected surge in demand for home shopping. The TescoNet Internet package, which included five e-mail addresses, was designed to have a direct and beneficial impact on the Tesco Direct home-shopping service. Lack of delivery capacity was said to be holding back the development of Tesco Direct.

Iceland rolled out its home-shopping trials throughout Scotland, where 85% of the population were able to take advantage of the home-ordering service. The company has 73 stores in Scotland, with home-delivery offered to those within a 10-mile radius.

Asda was planning to steal budget shoppers from its rivals, particularly Kwik Save, through the relaunch of its Farm Stores own-label brand. The relaunch involved new green-and-white packaging across the 350-strong range, a range extension of 50 lines and a drop in price for 100 lines.

The National Shoppers' Survey of 1.5 million consumers revealed that Safeway's campaign to target young family shoppers was falling short of its goal. The survey showed that Asda was the most successful supermarket at attracting the crucial younger family market.

Waitrose and IT firm ICL launched what they claimed was the world's first full-scale workplace shopping service. Named Waitrose@work, it was rolled out to cover the 3,500 employees at British Airways' head office at Harmondsworth, west of London.

SuperMarketing revealed that supermarkets were prepared to swamp the UK with "grey market" goods sourced from outside the European Union, in deflance of a European Court of Justice ruling which banned them from doing so. Asda previously sourced all its grey-market goods from within the EU but said it was prepared to go elsewhere to illustrate its concern over the ruling.

august

The spectre of a Monopolies and Mergers Commission inquiry into supermarkets raised its head with the announcement that the Office of Fair Trading was to carry out a probe into competition in food retailing. This would be the first OFT investigation since 1985, when the "big four" retailers accounted for around 40% of the market. The decision on whether a referral will go ahead is expected in the first half of 1999.

Further consolidation in the specialist off-licence sector came with the merger of Thresher and Victoria Wine, the biggest players in the market. The merged company would have an estate of 3,000 outlets with a turnover of #1,3bn.

Independent retailers rubbished Sainsbury's efforts to keep the village store alive by allowing shopkeepers to stock Sainsbury's own-label products bought at supermarket prices. The trial was described as "patronising" by angry independent chiefs.

A Mintel report claimed that supermarkets were twisting the knife in the independent sector by turning their attentions to winning the secondary shopping trip. The entry by the leading supermarkets into new, smaller formats and their willingness to secure secondary business signalled a new danger for independent shops.

The new-look 102,000sq ft Savacentre at Calcot in Reading reopened after a multi-million pound refit. Savacentre executives denied that the store, with 55,000 lines, had been largely based on Tesco's Extra format and the larger Asda stores. Other Savacentres are due to be revamped soon.

september

The future of Booker was back in the melting pot following Somerfield's decision to call off merger talks. The food retailer's shareholders were concerned about another merger so close on the heels of the Kwik Save deal.

Tesco was Europe's largest grocery chain in a survey produced exclusively for SuperMarketing. The retailer topped the table from Strategic Vision - the first time a UK multiple has done this, although Tesco tried to play down the achievement. The survey showed Tesco had overtaken German retailer Aldi with net grocery sales of #12.13bn.

The nationwide move by Iceland into home-shopping will include an internet service and digital television channel, it was announced. The company put aside #3m-#4m to roll out the home-shopping service fully by the end of October.

The Consortium of Independent Co-operatives was facing collapse after Co-operative Retail Services and United Norwest announced they would be quitting it by the end of the year and taking 90% of the buying group's food business with them.

The CRS appointed Andy Meehan, managing director of Storehouse, its new chief executive. The announcement came at the same time that David Robey, chief executive of CRS's food division, resigned to become retail director of Shell UK.

Bringing back the "Divi" card and the use of national TV advertising helped to wipe 20% off interim profits at the Co-operative Wholesale Society. Total profits at CWS were down by #4m to #16m on

group sales up by 1.4% at #1.46bn.

Supermarkets operating in the West Country will face a logistics nightmare when a solar eclipse plunges part of the region into complete darkness for two minutes next August, it was forecast. Traffic congestion is being predicted as visitors jam the roads to witness the first total eclipse visible in the UK for more than 70 years. However, it is being anticipated that visitors will spend an additional #1.5bn in the region.

october

SuperMarketing exclusively revealed that Somerfield was planning a "raft of new home-shopping initiatives", including as many as 20 dedicated warehouses for product picking. Meanwhile, Budgens bought Teleshop, and Tesco signed a joint-venture deal with catalogue retailer Grattan.

Booker finally put everyone out of their misery after weeks of merger speculation by announcing that it was going it alone under the leadership of Stuart Rose, ex-chief of Argos and the Burton Group.

At the Labour Party conference in Blackpool, some delegates took exception to Somerfield's sponsorship of the security pass neck ribbons.

Tesco was named Multiple Retailer of the Year at the 1998 Retail Industry Awards for "the consistency of its retail execution, continued expansion, solid results and the flexibility of its store formats".

The supermarkets gave evidence to the BSE inquiry and all blamed their failure to adequately respond to customer concerns on a lack of communication by the then-Conservative government.

Morrisons marked its march south with the opening of a flagship store in Erith, Kent, and the launch of its Morrisons Miles loyalty scheme. Meanwhile, Budgens opened the first of its planned "10 in two years" petrol forecourt stores, in partnership with Total.

SuperMarketing revealed that Croydon, south London, was the location of Asda's pilot 60,000sq ft home-shopping warehouse. The operation would target 450,000 households within a six-mile radius, and offer 5,000 product lines, with order-taking contracted to a third-party operator.

Food Giant, the discount store format launched in 1991, quietly died after the last store in Lochee, Tayside, was converted into a Kwik Save.

Tesco opened the doors of its "designer", three-storey, glass-fronted store in West Kensington, London, which included the first supermarket sushi bar - part of the store's Convenience World food half.

The USA saw the biggest supermarket merger of the year when Cincinnatti-based Kroger swallowed Fred Meyer of Oregon. The deal, worth around #4.7bn, came close to giving the USA its first national grocery chain.

Sainsbury's ruined a good interim financial performance by revealing second-half like-for-likes of just 1%, which it blamed on the "soft trading conditions". The company admitted that while the Value To Shout About campaign had been well received in the north, some people in the south "don't want it". The City immediately downgraded its full-year forecasts from #815m to as low as #785m. Meanwhile, Co-operative Retail Services posted a miserable #22m first-half trading deficit.

Sainsbury's followed Tesco's West Kensington store opening with an impressive "everything that's new" 46,000sq ft store of its own in Swiss Cottage, London. It included the chain's first dedicated Kosher deli.

november

A SuperMarketing survey revealed that 70% of British shoppers thought supermarkets were stocking Christmas lines too early, after festive products had appeared in store in the last week of September.

Marks & Spencer plunged into a succession crisis as deputy chairman Keith Oates launched a desperate bid for the top job. A 23% fall in interim profits didn't help matters, and chairman and chief executive Sir Richard Greenbury admitted: "It's a bloodbath out there."

The British Retail Consortium reacted with frustration to claims from a couple of unnamed supermarkets, plus Asda chairman Archie Norman, that its services were not giving value for money. The BRC argued that it had tried to help out against recent press criticism on pricing, but had been refused access to "sensitive" information by the big four.

Iceland emerged as the first of the supermarkets to sign up to British Interactive Broadcasting's new service, Open. Chief executive Malcolm Walker predicted: "The future is not about the Internet, it's about interactive TV." Iceland's ordering service goes live in July.

Sainsbury's Prawn Laksa, a Malaysian microwaveable ready meal, scooped the Gold Q in the 19th SuperMarketing Quality Food & Drink Awards.

Safeway surprised the supermarket sector by posting current like-for-likes of 5% at its interim results. The company vowed to concentrate on sales growth, and dismissed concerns about a 17% fall in pre-tax profits and declining margins, caused in part by its judicious use of the ABC Triple Points promotion.

The much-touted Food Standards Agency missed its legislative slot in the Queen's speech, but the Government said it remained committed to setting up the independent body.

Sainsbury's began an electronic shelf label trial on a single aisle at its store in Winnersh, Berkshire.

Only Safeway was brave enough to offer a spokesman to answer damning allegations of price fixing, profiteering and mistreating suppliers on the BBC's Panorama "shocumentary". A SuperMarketing poll of store managers found that 78% believed the industry had failed to defend itself well.

European farm ministers lifted the ban on British beef, enabling exporters to plan for re-entry into the EU by March 1999, three years after Germany led calls for the embargo.

Asda attacked "bad value" in the UK mobile phone market, first offering discounted pay-as-you-talk telephones, then slashing as much as 75% off the prices of accessories, much to the horror of high street specialists.

december

SuperMarketing revealed that the Co-operative Wholesale Society was planning to rebrand its Late Shop convenience store portfolio as Welcome, as part of its strategy to enhance its neighbourhood image and shift focus away from its larger supermarkets.

Asda's chief executive, Allan Leighton, was described as "bionic, but not that bionic" after he decided to take on the company's marketing functions, following the surprise departure of marketing director Steve Cain.

South London was to be the focus of a home-shopping showdown between established independent operator Flanagans and new boy Asda. Both were launching major customer recruitment initiatives for Christmas and the new year.

An unnamed supermarket chain approached squeeze-to-order juice bar operator Crussh to discuss the possibility of making the brand an in-store fixture.

A report by Verdict ominously predicted that a price war was looming...

Document spmktg0020010926duci000r2

SuperMarketing

Stores view juicing as healthy addition.

By Susie Whalley 313 words 11 December 1998 SuperMarketing 3 English

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Squeeze-to-order juice bars are set to open in supermarkets, with one of the top four multiples already in negotiation with new London juice bar operator **Crussh**.

The trend for juicing fresh fruit and vegetables to make healthy drinks has been sweeping London, with a wave of independent operators setting up in business.

James Deen, managing director of **Crussh**, which opened in the City in October, was approached by a top supermarket within three weeks. He is now considering the merits of a link.

His juice bar offers 32 Crussh fruit and vegetable juices, to drink in or take away, with prices ranging from #1.99 to #3.69. Current best seller is Love Juice, which contains a blend of peach, strawberry, orange and banana.

"I am very keen to develop Crussh in supermarkets, as it gives low capital expenditure levels but great exposure," said Deen. "There is a great market to develop in and outside of London, and public awareness has increased."

The unnamed supermarket is looking at the concept as a separate "juice booth" in-store, again with both drink-in and takeaway options on offer.

Although Deen would not confirm the identity of the interested party, Tesco and Sainsbury's are thought to be the most likely candidates. Both are keen to play up their health credentials, and have been plundering ideas from the high street - Sainsbury's opened a Perfection coffee bar in its Clapham store in September, and Tesco opened a sushi bar in its new flagship Kensington store.

However, one industry insider said that sourcing good quality fruit for juicing throughout the year could be costly. He claimed that demand for the drinks could be especially difficult to sustain during the colder winter months.

The original concept was transported from California, which enjoys clement weather year-round.

Document spmktg0020010926ducb000q0

News - Juice competition.

66 words
16 October 1998
Design Week
3
English
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Another fruit juice bar chain was due to open yesterday. Crussh, with interiors, graphics and identity created by architectural group Richard Hywel Evans with Julia Bostock Associates, has an outlet on London's Cornhill. Five more sites are planned over the next year.

Recent entrants into the sector include Joose International and Juice and Squeeze.

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Document dsnwk00020010922duag00144



Now City slickers can get juiced up in a healthy way.

By Stuart Millar. 330 words 15 October 1998 The Guardian 6 English (c) 1998

THEY have a proud reputation for hard living and extravagant socialising. But the first whispers of a revolution in the lifestyles of City traders were heard yesterday with the opening of an establishment which claims to offer the perfect antidote to the physical demands of late 20th century life.

A stone's throw from the Bank of England, the City's first health juice bar, **Crussh**, opened for business - heralding a trend which observers believe will rival the multi-million success stories of established sandwich and coffee chains.

Up to 60 similar outlets will open in London this year, and hundreds are expected nationwide in what is being seen as the coming of age of the health food industry - high-quality, tasty and nutritional food and drinks served in a trendy, fast-food environment.

Crussh is the first outlet for James Deen, a former corporate financier, James Learmond, a property devloper, and Marc Warde, the operations manager.

"It used to be the case that you had to listen to the Grateful Dead and wear sandals and have things in your hair to be into healthy food, but that's not the case any more," said Mr Deen, who came up with the idea while he was living in the United States.

The bar offers a range of carefully concocted juices, made up from 30 different fresh fruits and vegetables, including orange, banana, broccoli, soya sprouts, coconut, parsley, ginger and wheatgrass. The drinks, which have names such as City Slicker and Rest and Revive, sell for around #2 a cup.

Rod Lane, the nutritionist who designed all the drinks and meals and is a former adviser to Diana, Princess of Wales, said: "Some around here are working 14 or 16 hour days and that takes a lot out of them. Coming in here a few times a week will cancel out a lot of the bad stuff."

Document grdn000020010924duaf0151j



Features New this week

221 words
9 October 1998
The Sun
The Source 6
English
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- * WITH the trend for Central Perk type coffee shops showing no signs of stopping, the new branch of Caffe Nero is bound to be mobbed with Friends wannabes. But, hey, don't let that put you off popping in they serve a luscious latte here. (Caffe Nero, 62 Brewer St, W1).
- * SEAN Connery fans know there will always be some other- worldly aura that makes the Tartan Titan one of us, yet not one of us. Still, this video has a good go at blowing the lid off the myth and Kim Basinger gives us her opinion, which must be worth a look. (Sean Connery: Close Up, Pounds 10.99).
- * OOOOH, I could crush a grape or any other fruit you care to mention if I worked behind the counter here. The **Crussh** Juice Bar aims to offer a healthy alterna tive to coffee and alcohol, so there's no vodka with the orange, then? (**Crussh** Juice Bar, 48 Cornhill, EC3).
- * This Jeremy Beadle tome is worth it for the pictures alone as the irritating funster has captioned them with delights such as "I was broadcasting upside down wearing no trou sers, but LBC listeners didn't believe me. Here's the proof."

(Watch Outl Jeremy Beadle, My Autobiography, Pounds 15.99) .

(c) Times Newspapers Ltd, 1998

Document THESUN0020050308dua900ix4

FT FINANCIAL TIMES World business newspaper

OBSERVER - Easy squeezy.

203 words
26 June 1998
Financial Times
21
English
(c) 1998 Financial Times Limited. All Rights Reserved

Hair loss? Memory playing up? Hung over? Try a "City Slicker", an intimidating concoction of ginger, carrot, apple, broccoll, cabbage, soya sprouts and pineapple that Old Etonian James Deen thinks will be a recipe for success.

Deen, together with old school chum James Learmond, is about to unveil the first of several **Crussh** bars in the City in the hope he can ween office workers off their regular fix of caffeine by extolling the virtues of freshly squeezed, exotic juices - at up to #3.50 a swig. The former James Capel corporate finance man reckons London is ready for pollution-busting, immunity-boosting drinks that are all the rage in California, where he spent some time at college.

To help things along, 32-year-old Deen - father John Deen owned the Blue Star garage chain - is planning a consultative committee of friends to promote the idea of healthy drinking; it includes the equally exotic Yasmin Le Bon and Roderick Lane, Princess Diana's favourite nutritionist.

if it all sounds a bit rich, Deen says he'll also be selling distilled water. That should top up your battery.

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Not Available for Re-dissemination.

Document ftft000020010924du6q01hx9

Docklands News 230 000 Weekly 30th October 2005



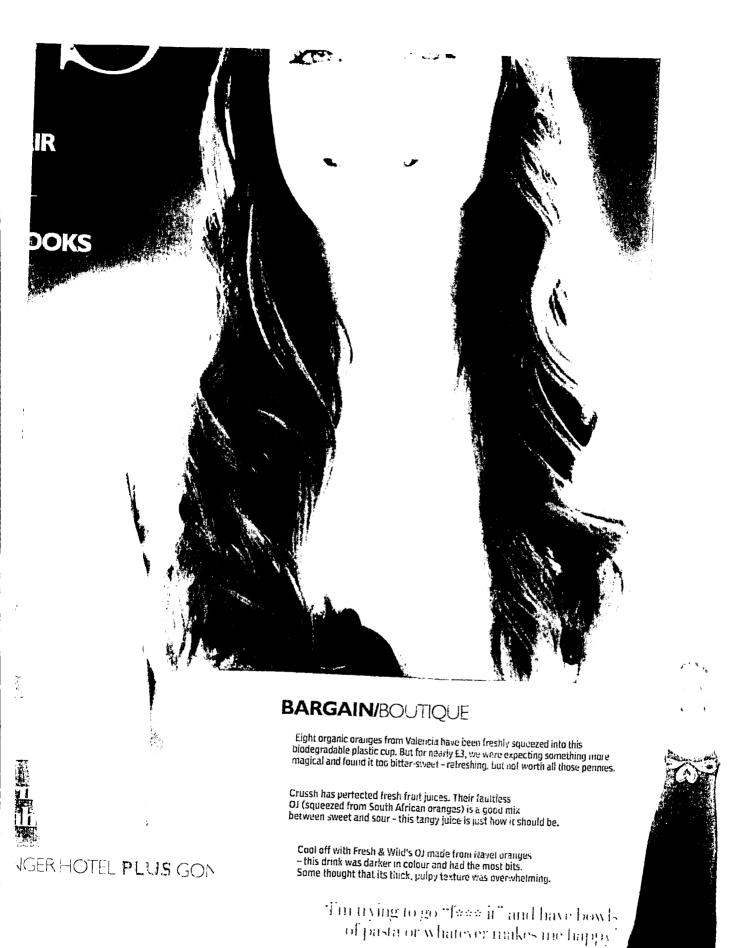
THIMK CTAY Middle Pilling



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257

5.5

Keira Knightley's battle with carbs



9 EXT FOR MOST Ē



len McCrory on her biggest role yet

Food Spy

Chris Fung, MD of Crussh Juice bars, predicts...
'Specific food colours will become more important as people start to understand the link between the food they eat and how they feel. Different food colours affect your mood. Yellow fruits boost optimism and it's no coincidence that sales of yellow smoothies like our Peach Passion skyrocket over summer. We instinctively know what our bodies need and the future will see us starting to listen."





Restaurant bites

Adverts for Gordon Ramsay's new Channel I show The F Word have upser some from for chefs





mid-service. After waiting two hours for lunch we heard a crash in the kitchen,' a customer explains. An ashen-faced waitress came and said simply, "He's gone," So we went in and cooked ourselves mussels and roast lamb.

N. ichbours of the Notting Hill Brasserie (right) have been complaining about noise I know they have pizz at the weekend but list 5 inday was horrendous the mounts to Local Spy Owner Carlo Spetale men a party for a friend? in a sociate explains, and the cast from The Rat Pack - roomed round



Having left the glorious confines of Auberge du Lac Jt Brocket Hall, Jean-Christophe Novelli has been sporred working in his Harpenden. local, The White Horse. It's a bit more exciting than that, a

Diners at

Abbey took

matters into

the cher

stormed our

pal explains. He's planning to open ten pubs with florist Kenneth Turner; this is the first one.



ill the tables? Ghavile

Christian Sandefeldt, chef/patron of Deep at Imperial Wharf, Chelsea, predicts...

Some fish and shellfish stocks are so depleted, we'll see more restaurants serving fish from sustainable sources. Haddock and and are endangered, but fish such as zander and perch (imported from Sweden) and shellfish such as Devon crab and hand-dived Scottish scallops are OK to use. Visit www.msc.org (Marine Stewardship Council) to check fish are from sustainable stocks.

William Sitwell is editor of Waitrose Food Illustrated (e-mail: foodspy⊕jbcp.co.uk)



On the grid: what's new on the party circuit

London's lords and ladies, including Alexandra Spencer-Churchill, celebrated the launch of U'Luvka vodka at Drones Club by guzzling Sun & Moon cocktails - a mix of vodka, lime juice and pineapple purée. Ben Goldsmith (left) got into the spirit as guests nibbled spring rolls and Thai fishcakes. Spicy.

£1.10 for 300a (020 8741 2133)

£3.30 for 400g

£3.50 lur 400q CONTENUE CHIPCHITOCHALLAND

ORGANIC TOMATO SOUP



Stalla Frost describes her dietary idiosyncracies







what's new on the party circuit

Rémy and Olivier Krug popped over from Champagne lo celebrate their Krug Rosé at Debenham House. The green-tiled £27 million mansion was the perfect backdrop for a night of overindulgence. Guests, including Giles Deacon (left), piled caviar and sour cream on to blinis while knocking back the Krug. Top of the pops.

CHICKEN SALAD

£3.60 (020 7827 8387)

£3.15 (Name and Cal



We shink you're sexy, Penny Lancaster



estaurant bites

ts of Norting Hill's Kensington
tee are in a state, Rumours
und it the prospect of a sale of
owner, Image Restaurants, and
there's talk that coof
Rowley Leigh is
planning to move on.
It simply can't happen,
a regular shricks to
Food Spy. In an ever
changing world, KP is
a bastion of civilized
stability, Rowley must
not be allowed to leave.

As the capital's chefs plot tacky schemes to in couples on Valentines. Day J Spy is relieved to be in that the Osborn, of Pied à Terre litariotte Street, is deing the osite. The hamming tables for two typlains. We're going

/cbrate communal og with whole //d suckling pigs /h tilke. There if one of that sk's rubbish.



Food Spy hears of uproar at Boisdale. The Scottish restaurant in Belgravia, famed for its jazz, whisky, cigars and great meat, has shocked regulars by including a vegetarian haggis on its Burns Night menu. Owner Ranald Macdonald struggles to defend his decision: It's a non sequitur; it doesn't make any sense,' he adants.

Weird foraging moment. Reports reach Food Spy of a man in chef's whites spotted on his hands and latees beneath the elevated section of the North Circular, Investigations reveal the man to be chef Oliver Rowe, He's pledged to source all

ingredients for his new King's Cross restaurant from within the Tube network! explains in associate. and he was there looking for mushrooms!



Natasha Law's

Jude Law's sister Natasha is a fashion illustrator and artist: her figurative aluminum panels are popular with the Notting Hill set, including Sienna Miller. Natasha, 35, lives in Peckham with her boyfriend Finton Ryan, a comedy scriptwriter. Her 2006 diet tip is don't drink, don't eat bread and go travelling. Natasha rarely cooks (Finton usually takes over) but she can, she assures us, knock up a roast chicken. Who joins you on the sofa?

My boyfriend Finton. Hopefully our two girls - Edie, five, and Ondine, nearly one, would be tucked up in bed. What's on the menu?
Finton's creamy mushroom risotto with lamb's lettuce and rocket salad. What's on the box?
Compidies like Sainfold and Large.

Comedies like Seinfeld and Larry Sander's Curb Your Enthusiasm. Pudding?

Now that I am pregnant, I love a good chocolate bar. Usually it would be fruit. And to drink?

San Pellegrino mineral water. Natasha's solo exhibition 'Hold' is at Eleven from today until 10 February



Mark Jankel, chef of the Notting Hill Brasserie, predicts...

My not ingredient for 2006 is rapeseed oil. It's a great product that should really take off in Britain due to the fact that we can make it on our own soil, unlike olive oil. I am all for the idea of cutting down on food miles and helping the environment, and it's also highly versatile. It can be used to cook food, but also has a mellow, nutry flavour that goes perfectly in salads."

ım Sitwell is editor of Waitrose Food Illustrated (e-mail: foodspy ≱jbcp.co.uk)



what's new on the party circuit

Plates were piled high at the Meridien, Piccadilly, following the opening night of A Man for All Seasons at the Theatre Royal, Guests including Carole Caplin (left) feasted with glae on pumpkin gnocchi, oven-masted veg and mini breadand butter puddings all washed down with a glass or two of red wine. More-ish.

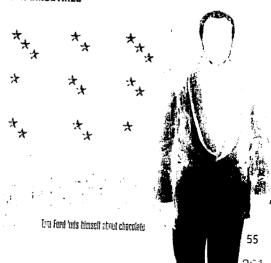


E3.65 for 16H oz (www.purecaliforcia.co.uk)

£1 75 for 15ff oz (020 8600 5939)

C3.30 for 150 oz (www.crussh.com)

DETOX SMOOTHIES











original me ming of the term brasserie was a restaurant where

Feer was produced - the early Jay French equivalent of a microbrowery, Ligues 4 in acut importry London the word conjures up a related Jining establishment with Jasured, quality food, No. frills, necessarily, just horest to-goodness and and ir decent value for money.

The eponymous Sam (Harison) has attempted to create this along with a buzzy, informal, all day neighbourhood bar in Chiswick's Barley More Centre, cone time paper factory and now home to some life or as small businesses.

The space is large and industrial, softened by contemporary, relaxed furnishings and flattering use of lighting. The par occupies one part of this cavernous. space and line a lang row of

one banquettes running beneath the windows; the brosserie bit occupies the r st of the space, is split-level and, although looking langerously close to unnervingly smart, offers paper menus as placemats instead of linen napery.

sitting in the bar one evening I was seriously impressed to discover that the buzzy atmosphere was being generated by a clientele that spanned all ages, each

looking equally comfortable rubbing shoulders with the other. It is seldom, these days, that you find a venue catering to the needs of all the immediate local communities, and a refreshingly comfortable change it is too.

Cocktails are priced from £5.50 and the short list of ten will change regularly. apparently. I guess they'll improve, given the passage of time and experience of the staff, but there is a good

PITCHER & PIANO

(020-7929 5914).

M THE GREEN

74 Upper Street, N1 (020-7226 8895).

200 Bishopsgate, EC2

the immediate prospect of meeting your next date.

Choose somewhere loud so you're not overheard when doing the nasty business. This place also provides both of you with

Tell your about-to-be-ex-gartner

it's not their fault, take them to

range of beers including draught Sun 9am-11pm Staropramen, Leffe and Guinness, and bottled Asahi, Zatec, Bittburger, London Pride, Pilsner Urquell and Peroni Grand Reserve.

You can go to Sam's and just have a glass of wine. Happily, many do, and why wouldn't they given the depth and range of this seriously erudite, irresistible list of mostly New World offerings. It's well-priced,

this hugely popular gay-friendly

W CRUSSH

48 Cornhill, EC3 (020-7626 2175). If all else fails, insist on an alcohol-free future and start by taking them to Crussh, one of London's best juice bars, which offers a massive selection of freshly squeezed fruit juices, low fat smoothies and healthy foods. Should be enough to get your partner to dump you.

too, with 15 white and nine red ill available at under £20 per bottle and

there's an applaudable range of bins by the glass.

We decided to eat in the brasserie, but the sniffy maitre d' clearly didn't like the cut of my jib and, after what seemed like several minutes examining his (almost empty) list of bookings, relegated us to the mezzanine area, which is virtually a service-free zone.

The menu includes a million things you expect from a brasserie: steaks, salads, mussels, and substantial modern British dishes. It's all extremely well prepared and reasonably priced (for Chiswick) given that starters average at £6 and mains at around EL3.

Sam The Man clearly has a success on his hands and I'll be happy to make any number of detours in the future to enjoy his brand of quality hospitality.

WHERE TO,...

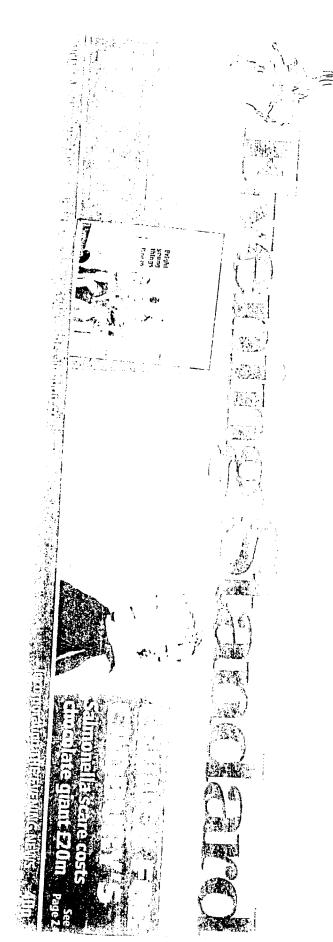
ZANDER

45 Buckingham Gate, 5W1 (020-7379 9797). Ditch your partner in style and they'll remember you fondly in the future. This superior cocktail bar is just the ticket.

THE POLO

The Westbury Hotel, Conduit Street, W1 (020-7629 7755) Alternatively, take them to the worst place you can imagine, on the basis that any memory will be better than this.

bar and tell them you're considering your options.



LOWITONERS are abandoning meals in favour of fruit drinks because of the hortwave, reliabers say. Smoothie sales across the capital are said to have more than dombled since temperatures coared, thile outlet Juices equeeze out het innei Crussh said it was now selling more than 3,50n smoothies a day.

"Toople are coming off the Thee and buses hot and delv drated."

seld NID Chris Fung.
Top sellers are pear and min and cherry and cherry and alor vera.



LONDON, TUESDAY, 19 JULY 2005

www.thisislondon.co.uk

As PAs struggle to be recognised for working ever longer hours, the message is simple: be more assertive

1360.1M. as astants tilled from the same here hours and stress as their Losses, but don't get the a cognitica Lamach, Hot's eding to the latest workpline · from Office Ferm Friding what mot a construct stiff. consider the outsignal of staff, that principle a picture of secretary and PA, chained to their of sky internal participant bargar hours, with half compart.

Or wire is clearly b coming net or on expected PA sulmer," e. Phil Sheidan, UK district die to the Office Term Our r second case do that around 21 unit meat all some to sometarial one are puring in more than the hours overtime a week, and for the in 10 PAs thru rises to more han to hours a week.

Woreyingly this trend for more hours is taking its toll - some 12 per cent of senior PAs have suffered all health as a result of their hard work.

"It's not just an issue for PAs. continues Sheridan. The curhug expectation on business to deliver and everyone gets sucked late driving barder for growth.



Raw deal; many senior PAs are effectively managers but without the reward

amount of extendeffort come with the Preitory? Absolutely, says Gillian Richmond, UK chairman of support network European Management Assistants, "PAs should see the role as a profession, not just a job, and that means working outside the 9am-to-5pm routine." she argues. "Senior PAs are now effectively managers, and are working longer hours to fulfit the income ad researchibiting of the

7am, and then, after finishing her day's work, would put in a further couple of hours in the evening. "Some organisations domand an enormous commitment. You have to decide whether you're prepared to do that, and whether the rewards on offer are high enough."

But if you want a challenging position in which you can develop professionally she adds. there has to be a nay off

excessive hoors that make a continuous "A good within the tionship to yield he adds, "Sotruship to Vical it and a se-you will confi upon on Monage i good boss note the on Perfo-afferment of as a think year. Financially PA; are not year round of According to do

ਪਸ਼ੀਵਿੰਦੀ ਸ਼ੁਸ਼ ਜ਼ਮੂਨ ਨੂੰ ਜ਼ਮੂਰਿਆ ਹਨ। let only two per cent to 2001, and the agency PA or seventions as tant earns £23,360 But it's not them's about money or, Slean dan. Ore of the most incoming results in the report is that for an can of admin staff words the protessional divelopment sogrational divelopment sogratimits of Levevids "Sadt, and Higher contission that the and trees,

Catriona a PA to a time, director in the Circ, is a case in point. "State my boss took as more responsibility last year be has been travelling copularly, I off in go with him, which results in huge amounts of overtime and being expected to low our short notice," she explains

He has agreed in principle the end times to some days (mainting). but in reality for never alless of the time off to do it. Even moving house recently. I had to be on suffall day, and it's increasingle hard. to leave the office on time?

So what can you do, when you're stuck in a cycle of lon. hours and stress, with little appreciation? "Identify with your boss the objectives of your role and set measurable targets." advises author and car. its couch Sally Longson. "Then way you can both see what's getting done and what isn't, and ensure you're giving your time and energy to priority tasks." Always approach your boss with facts and syi dence, she adds, not complaints.

Then, counsels Longson, inves tigate ways to work more offertively. "Network with other Pvs and shar best precise," she 265 she "Mila sin you're using



berry to one of their closer cousins. anything in the orchard. Iron the blackheels and have a fling with just about fruit world. Raspberries will kick up their JET'S face it traspherries are the sluts of the

MUNICHER

white, vellow, or ange, pink, red. purple and black in a dazzling spectrum of variety. There days they come Some authorities think the ful then the traditional punk larger, interrand more colourraspherries claiming to be now all manner of almost. As a result, there are

tive of the boysenbeggy of New Zedandop record the immelher's conditor Scatish host of crosses like the logarited in main d after the 18th conting Chitograph and a beautiful redserry convert ited as outsit promiseuous and has given rise to a bair paradom, the pospharm is wildle an the war down But despite its on the mande being being "raispe" name inspheriv came about because, unlike the smooth black

and the connedwer weAp Vanted's teering. At the Riche weat at the east they ope ha

cund cheese. available largely because they are bigger with a trickle of East End honey from a than ordinary rasphornes. They serve them loganherries or latherries when they are Loudon beckeeper and some delicate goat's

a Dutch hybrid called the "strasberry" has uist been introduced. strawberries closer together - at Selfridges, seem to be anneal at bringing raspherries and strawberry. These breeding programmes all suphistication than the sweeter, blowsier fruit is a sharpness that gives them far more the taspherry. The beauty of the original deshier versions we a huge improvement on But it is debarable whether these larger

with good quality white wine vinegar and a preserving jar with raspberries and top it up make raspherry vinegar. Fill two-thirds of a rasphorry's extraordinary fruitiness is to lablesprout of sugar. Seal the top and shake One of the best ways to capitalise on the ज्ञानुङ भूगाः bireblen winter dressings and sauces. and innes into thick Greek youlant overnight. Next day fold the firnit gence, take a punnet of raspherand marinate in the fridge will then have a taste of summer to shake of caster surar and two measures of Framboise liquent cover ries, put them in a bowl with a For a more immediate self-indulit whenever you get the chance over the next three months. You

smouthourde with rasplorries, medium 020 7634 (00) Try the Degree Blast, a Survey, ECH (FIG. 7729 765.1). Crussh, 20 Kadaboao Plarse, Wr The Rivington, 20.40 Rivington

PHILIPS (20 7511 bellet Kaspbergles とはめ per leag Selfridges, throxford Street, W1 Forgum & Mason, 19 Presidilie W.

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YOU SHOULD LEARN A COUN

GOOD! A QUICK GUIDE TO THE ENGLISH ROTIC ART AND POLITICS OF PAVEL HLAVAT

NG: Get your head round some cool hats Savour the mix of Asian flavours in Singapore The Hungarian Grand Prix gets ready to burn rubber

VIP TICKETS TO THE METRO WEEKENDER TICKETS TO HIT SHOW SHE LOVES ME Galfordan

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CRUSHH 130 Rathbone Flace, W1T | Tel: 020-7636 9808 Closest tube: Toftenham Court Road





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It's fair to say that this is the time of year when many of us are filled with good intentions, especially to get fit and stay healthy. Gym owners love it - meinberships are boost ed - but what's the point of a swepackif your insides are more like a can of Special Brew?

Raso utions are easy to make, yet a fot narder to keep, and things are surely compounded by the dearth of good

the danger has near the office proper with limited time to brich. Grabbing a coffee on the 30 has become the danger has near the office prestrationed employees.

Sowever, some people of Condon are Rocky, they wark close to a CRUSSH bar CRUSSH was specifically set up to meet the demand for an alternative to unnealthy fast food, and with health practitioners increased for condomining those trains on all pick-me ups for latigue flike coffee and artificial energy drinks), it's a concept that should sore id-swiftly.

Of scarse, this is as a time line of year to industry—and if you can't industry now, whe is an you?—but stars our leave us face if the New Year feeling less than bright-eyed. So, CRUSSH has come up with a large or defocidations that in bitz year body! toxics and give you a boost of antioxidants and vitamins. Using trish and other processin ingredients if he tival perry from Brazil and the Yuzu fruit from Iapan), may CRUSSH products are given feel daily free low fat, wheat-free and vegetarian, But, most importantly, they're tasty toe.

Six instead of a dauged espression or skinny rather for preplifast, you could start the day with a Green indices. It retreating mix of also, applies, cucument and spinach) and a bowl of porridge with soyalmilik. For elength time, why not the pival bowl or filling Hungarian Groudash soup with a Soper Juice Teatrot, so and the data for a bowl of the big issue, a light veight organic Roast Tomato and Enyme so it with a Charles Flags and the pival and craneerly. And if you're starting to flag around indice to with Sheriffser ripply course and graphly those exactly what it says on the fir. The daddy of all CRUSS Could be starting to the course and peet so the detay the last in the course of the page and peet so the transfer and of the properties of the page and page to the page and of the page and of the page and page to the page and page and page and page to the page t

For your sequent extra Sitisting Augusto Terroricus Sitiograph Prices start from £1.45 for pieces and £2.30 for soups



Selected by Trisha Booth from Kendermanns, producers of international award-winning wines, these three affordable, delicious wines are great for celebrating the New Year

A stenup from ordinary Cava, this Roserval level sparings from one of Spain's famous Cava producers is delicrous. It shows its liass (and high percentage or Chardonnay blended with local grapes) in the lemony, biscuity aromas and champ texture. Ripe read apples with a touch of or ingelocal and lively bubbles make your mouth water. Covais smoother than Champiagne, making it easier on the storm ach, and a great aperitit. The bond is so it's outable for vegetatian or vegal riguests.

This Pinot Noir comes from Chile's famous Casablanca valley, a region that produces wines with more fruit and ample body than many a Burgundy. It's rich and super-ripe, with toasty, smoky aromas giving away its secret of being matured in French barrique. Wonderful raspberry notes dominate the nose and carry through to the palate, where the smooth but firm tannins will make a great match with pan fried, roasted or braised red meats or duck. If you can bear to wait before drinking it, it'll improve with age.



oped Something of a cult following. This is a standing wine from the best Sauvignon Blad. growing area in New Zealand, and shows typical gooseberry aromas intermingled with exotic notes of papaya and passion fruit. There's a touch of barrel-fermented wine in the blend, too, which adds complexity and texture, and chinges why this wine is so popular. Serious bit an elast recomplete the picture.

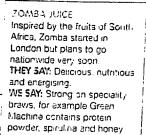
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For information on the Kendermanns port(also, insiaww.reh-kendermann.do

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SOOST JUICE
Thate in Australia Coming to Manchester later this pair.
THEY SAY: Drink the toxic the bin me.
WE SAY: Foil of superfixeds.
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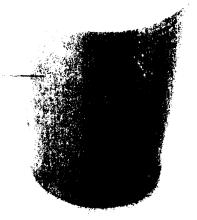




28 M strong
The home of smoothie improvisation, with two piece bars in Lendin
THEY SAY: Fresher than the freshest.
WE SAY: Have a shot of whe, protein powder (adored by Gwyneth Patrow) with you muestrin the Legur Breakrast.

easy shop LOYSTUICS
Boost Jurie fried, and faired to buy this rival out feet year. Now Lavejuice have secent utores around the UK THEY SAY: this a notural dairy WE SAY: this res with ultramore and herbs. Energy Book! contains girlser gill guind it extract and kold not enhact.

CRUSSH
Bilanunes all over London in still true to its roots fruit in blender i nothing else. THEY SAY: Look good, feel good, work berter. WE SAY: Ahead of the game – from Cotolier they'll do a breast cancer smoothie with health-pronicting bernes like acerola.



Who's winning the juice wars?

Smoothes are the new coffee, and juice bars from around the world are fighting for a place on the high struct, where we quaft 93,000 litres of the stuff a day. Grada has a swig and casts its verdict...

AS CHOSEN BY ...

Health editor Brigid Moss



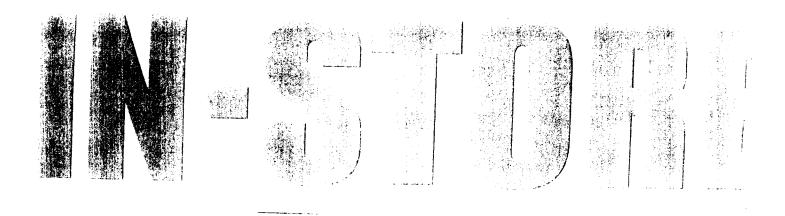
'Smoothie shops are a welcome new high-street trend. These are the best of the competition, using the freshest ingredients, herbs and superfeeds. A smoothie is a great energy boost if you're exhausted by shopping 1 27.





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Grussh restyle spearheads juice bar expansion plans



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Waitrose has relaunched its party food category with a 30-item product range including meat, fish, vegetarian and sweet options created for the Christmas party season. The design, by Pearlfisher, uses a minimal and simplistic approach, using food photography to reflect both the fun nature of the product itself and the creativity associated with dressing a table for a party, "Convenience and indulgence remain the key drivers behind any party food range," says a spokeswoman for the supermarket group. "A31s who want to impress but have little time to spare are the key customers - people who won't compromise on quality, but who still want to impress their guests and appreciate something a little different." On the back of the pack, a message informs customers about the Waitrose Entertaining food ordering service.



Research looks forward to the 'generous brands' generation

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Mamas & Papas extent Baby and mursely retailer Mame a granding its network with four London ar us with design by Fo Ragani Strent Physicap planned

Tesco reports self-chec More than an emilion Tesque, solf i heckuuts ench week acco to some small a format stores. transactions are good through

Mow we've seen it all... Lighter enacts No. 274 and

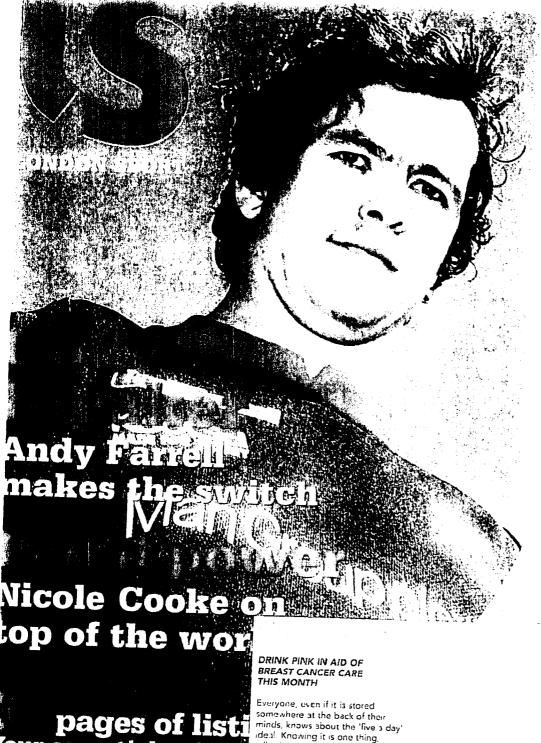
healthy foods than at a high-fat fast food chain, but that decision is up to you

not just serving something that looks like it was packaged recently. Thumbs up if you're looking for something new and The distinction that separates Crussh from its readymade competitors is the commitment to both freshness and variety.

healthful for lunch

LJ - December 2005





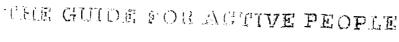
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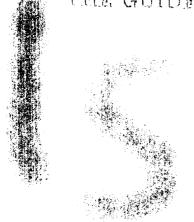
ideal. Knowing it is one thing. adhering to it is quite another. But it's more important than ever especially since eating plenty of fresh fruit has long been thought in lawer the risk of developing cancer. Fresh fruits are chock-full of cancar-fighting antioxidants such as vitamins C and E and the 'Pink Drink' smoothie is no exception. The 'Pink Drink' packs a powerful anti cancer punch, combining some of the healthiest super-fruits on the planet. It uses the famous Acerola. therry from Brazil - a berry that boasts up to 300 times the vitamin Col an orange The Acerola is also rich in Vitamin A, manganese, potassium and carotenoids.

It doesn't stop there. The 'Pink Drink' also contains the cluan zing of cranberries - a North American fruit with proven cancerfighting properties

Blend the Acerola cherries, the cranberries together with frash apple juice and some low fat natural yoghurt. Or alternatively go out and get a Pink Drink from a Crussh juice bar and in doing so support Breast Cancer Care this month







LONDON SPORT



Mick Dougherty's Europeam Tour dreams

London's top climbing walk

Your essential guid

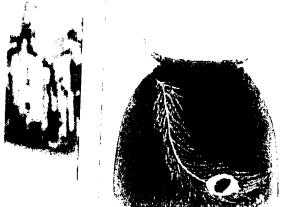
In order to celebrate their new store on the Strand, Crussh is offering every IAACG reader a free smoothie



this month. Just take this magazine with you and show it to your server when you buy any soup, salad, sandwich, wrap or porridge you will be given a medium smoothie, made fresh before your very eyes.



FASHION EXTRA



Bag ladies

in control of hillocope (enc. 45.1 Only) and an applicable. 2 Then for paints www.handbagsandgladrags.co.uk and the formal factor of the solutions and profit factor of the solutions and profit factor of the solutions of the sol

The crafty designers at Roban have dome up with a hoat for every occasion all roled into one. The Remain hour describing protect too from the rain but is at small with your officers set us it is with your officers set us it is with your officers to be Elementary of as in a summation as in a summation. By with anything and it hours (114) there are www.rohan.co.uk (144) in a conto.



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Technic as anjoy it year-round, we wanted to create something different for the summer Cold country, during the law to top, it. Bell consitiviting the discontinue tim the participant out rust amers complained to the control but out rust amers complained to the month all year.

Plost on the Crusth builets are tall, accounting an this corridge, whether hot or cold, is serve flar a continuer life of 30 api cap in £1,75 per portion. The limit counting in made with covarnilly because the find customers preform investing. Fintose intolerant, says there

Chosin strens for breakfast int 7am, with the businest flow usefully inch 3 30am to 9am at office workers given breakfast out the way to work. The ruge rule in breakfast out of inches datin tely driven by people with no turns where working target incision British and so there are a time in one moing it as Cons. The rule want time there will not visit option of being able to have breakfast our betokent and nearly to be to find outlets serving preakfast in one will also have of a fail in the control of the footbast serving preakfast in one will also the state of the serving preakfast in one will also the serving of the serving preakfast.

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化SCOVE USET TO SIGHT Cool Summer Porridge is a favourite at Crush

Make your own
Breakfast Bars wit i
McDougalls Flupjark Mix

Ent (3) /
Fruit on the move from Del Monte

To all penilities sounds scary, but with the bennes on top, it's deficious... it's on the menu all year"

And then the author the correct business them, enter the enter the enter that the content of the compart in the product of the enter that the following the enter that the following the enter that the content that the content that the enter the enter that the entertainty is not that the entertainty of the entertainty is not that the entertainty is not the entertainty.

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Crussh breakfast

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the most popular breaktest croscilles at Crusch They, are inade in front or the customer - a medium (12bz) sin bithlightest E2 50 and a 16bz E3 90 Crustication is a structure item. The muesti and yogh int muffins, croissants at 1p astronically advice about how to increase unaskford by mestill after the what you do be at and do it heef. The hardn buttonical fill popular but it is not something to would do. Tikewice a caff serving full English wouldn't here assantly serve arm othless says Chos.

Hot stuff

It is perfectly possible to maintain a probatantial fluit in addiss offer without the kitchen facilities to prepare a traditional full English this is where have off comes into its own but what do you atait with?

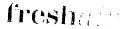
Tat entry level we would auggest a ringe of breakfast baps and filled baguettes such as bacon and Sausage, at well as a range of suit beight one savoury products such as the Bacon & Chease Turnover, Full Breachie, and Sausage & Onion Funiver says Country Choice NID Raj Tugna to "Remember also."

Jan Sagar

le life



31 ence



Did you know that over 40% of the British population is affected by allergies and this figure is increasing by about 5 % Hach year? One of the best ways that you can out your susceptibility to pollutants in the air is with an air purifier. Bionaire a is the market reader in air purification and their range of air purifiers have all been approved by Ailergy UK

Apart from allergies. consers have been shown to reduce headaches and create a more pleasant atmosphere indoors. The Compact Air Purifier With ioniser (BAP242) is the perfect combination of air purifier and toniser This cours just £29 99 and is a great solution for smaller rooms and spaces For further information on the Bionaire Dirange and a icat of stockists call 0800 0523615

Green Region

Children (and adults who become children a they get hurt) will love the new range of healing remedies from Dr. Greenfingers. For example the Bumps and Bruises Ointment is made using fresh arriga flowers and is a great natural remedy to soothe young likes

Your kids will love the bright, cheerful packaging and you might find it easier to stop the tears with the magical stories and 'Bravery Award' sticker', produced by the innovative company. The range of products start from £3.95. Visit www.drgreenfingers co.uk for more information













and Healing

Beyond beauty

The TLT (Top Line Therapists) Academy recently delebrated their lifth anniversary. This highly successful training school for beauty therapisto is now training its students in holistic therapies

Anyone looking for a career in holistic health can train in everything from shiatsu massage to reflexology. Laraine

Morr s, Principal of TLT Academy. strongly believes in the efficacy of holistir, therapies and aims to create a centre of excellence for the training of holistic nealth practitioners.

TLT Academy is highly focused towards helping students achieve careers in the industry," says Morris Their auddess in doing so looks set to continue. For more information on TLT Academy, visit www.tltacademy coluk or call 020 8462 3662.

Laraine Morris, Principal of Top Line Therapists Academy

Summer. porridge

The Glycaemic Index (G I) die! has recently seen an upsurge in popularity with many celebrities swearing by foods that slowly release sugars into the bloodstream.

In winter this generally means porridge but what to do in summer? Well, leading London fuice bar CRUSSH have invented the summer porridge. A mixture of oats, low fat yoghurt, topped with seasonal fruits, the porridge is going down a treat with health-conscious commuters

The breakfast treat is priced at just £1.50 for a medium bowl and £2 for a large.

Visit www.crussh.com for more on the exciting world of healthy, delicious food and drink options.



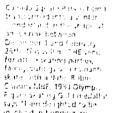






Rect of Sports Club a proud to order the REEBOK DECK or great addition to the Equipment menu Recent everos-sterilis have through muse people upprebating this Foreth or whole body works its interpretating control scalar, retistance and the additional fractions. railetting this have be onle in treatingly popular - but the exterpiner field not see it to farditate such flasies, until countiting in orthoge arease planteers, for a moreover planteers. and it erigth truining, plus stretti inglides good to snakle effective work our formula for Tverall health and fitted gains: The Dor' to bothle

the Steps' big brother, only it a more sophisticated with an adjustable surface, storage space for resistance bands and growes in which to place the resistance bands for upper body workouts," explains Group Exercise Manager, Ar gia du Plassis it is caratile and ample to use it can be employed to support a vast array of exercies, making it ideal for nudio classes, particularly item and resistance formats uk = Reetck Reps and Body Conditioning, as well as other cricuit based class formatt. For details of class times, check the website or contact Angle du Pe. is with any queries about this prilliant naw augus tron



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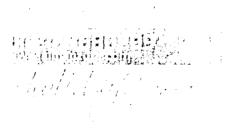
the proud driver of 3 BMW 1 series for

the last month. He was the lucky winner of the recent



competition Recease Sparts Club held in conjunction with Sytner of 20 Canada Square (020 7718 5600)





CARDS FOR LESS

Sockland and Lordon artist, Gillian Burrows, (and RSC member) has produced new handlande cards which you can view at www.artistyb.com and club on Gallery/handlande cards.

Recobok members can enjoy a 10% discount on Christmas cards anguines to Gallian burrows Tartistyb.com or places telephone 020 7815 9005 and quote your membership number to obtain the discount





There is a firming up in the pase and an order and and wich world with a burdle of grave options in two Australian players in London, from the holded as in the world in the content of the world burdle of the world in the main is so of the another than a content of the content of the world in the main is so of the another than a content of the main is so of the another than a content of the main is so of the another than a content of the main is so of the another than a content of the main is so of the another than a content of the main over the next than another than a content of the main over the next than a content of the next than a content of the next than a content of the next th

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Benefit could now have a third signed and at war. I knows a mission module particles Many. Feeling and Reduct O Sallis in, the pair behind a set account while Cooking.

Be out, which is considered in Anoralis at a rice of 44 outlets a weighting to a stablish a bearble of in Marchester before anymag to Frinchen mest as in "The timing reaging," Be out founder Jamie Albertal of the wife had was announced. The cog traction at test to come in the Lethin we need to earlie influence to of the real meshaging is directly related to the rese of fast books."

To the parameter in tour redults and one in the children are excessed in The care of obesity has tripled in the parameter are.

Si un diffuck in 1998, Crussli were the ordentered proneers to providing genum by healthy are and subscording control bugh street in London. Professor on the London decreased pre-traffic or McKealth Classes are controlled to the control of the controlled to the co



rebenies that was annunc's bealthy and so starred ewin. The wanted to other fast-load for time-poor stering everything he wanted to car himself big workers, lames, elected to set up something of his 1

mas ind smoothe combinations. Their latest e both stemper specials are Тhe company continuals experiments with new

to the Amazon. Bazihan, made with the healthy acai berry, nanye tetrishar a hearthy substitute for Pimms! - Pear, tresh mint, apple, cucumber of lime, It also has a Papaya Paradise and a summer tayourne. The Vera mice. Pear & Minn: the ultimate summer Pincapoli ance low far frezen voglaum with Moe Charschauns - characs pineappie, banana,

cuergising banana and fruit smoothies. summer bernes, as well as toasted bagels and with organic low far voghurt and topped with porridge, or the 'summer porridge' version, made on top of all there treshly made to order smoothies ind nuces. Open carly it offers hot organic socia-Outlets now have a large range of healthy toods The menu includes a wide range of home-made

far ciabana style bread. bread. The toasted sandwiches are made with a low reduced salt malted wheatgrain bread. Crussh's sandwiches are all made on a reduced far, sandwiches in the range, made on wheat-free rye soups, sandwiches, salads, sushi and wraps, There are also a number of wheat-free

whear-too sindwich. There is also a enge of wrips and disablipated single as a pure learning from No avorados poached chicken salad; smoky ham this. I visting sandwiches include smoked chicken warketed as being rich in brain boosting Omega 3 sandwich opnour beetroor & smoked mackerel swiss; rats) beet & watercress and a smoked salmon tlavour and makes this filling a light, summery the vuzu berry from Japan has a fresh, citriggy melade, poached salmon & vuzu berry sandwich The latest sandwich fillings for the summer



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customers all to themselves. incous Crussh will not have the with more to follow in London -Manchester outlet later this year just announced it will open a company Goost Juice - which has But the arrival of the Australian on the high street within 15 years. coffee bars from their position it and others will have dislodged ". "noothie" b. "s opened its 14th The company, Crussh, predicts branch, in the Strand, last week. The lending UK operator of

the idea of solding up smoothy or California, she then hir mon contestantly bozon. On a visit phoss and dairy products, somedinkanadewith notural finits. stoom hies (for the uninitiated): nine Allis began blending Melhourne, Australia, where lavelonment began in a garage in Boost's over extraordinary devellow shop trants - now has 180

and doubling . - . etc. war. ready worth more than Clothn is moving in on a UK market altralian juice to archain which has Pincapple Zen. In a confempe ice bar showdown; an Ausiar equivalent of the 1990s enf will pitch the Zea Boost against Love Juice and the Doep Detoxline a High Street battle which than the Ast -Pavific by storm fler against the Green Tea

businesem vallicherd O'Sullisoundsled upon a fi anchisee with an impressive wark vecard: the flower and formen belm. eveldails and "medicinal" drinks sites offering smoothies, juice laced with camonile, passion In Manchester, Ma Alliahas

and South Korea. The franchise Jenina Allis, the founder of Eoost Juice, is to open her first UK 'smoothie bor' in Manchoster later this year миснок этом этк tralia, New Zealand, Singapore 2000 and eventually across Ausvan, from Bury, who sold his Mil-

"We will run the business from from there," said Mr O'Sullivan, "I'll open 10 and see where it goes vides on idea of the brand's worth. the north-west and build it up, like we did with Millies." 2000. The £5m asking price pro-Compass for Ealm in December lies Cooldes firm to cal cring grant

known by its orange, green and

stounds for considerable optismonthic producers provides The success of Britain's

20 persont for chilled inicas and 03130 are i staniminata energia genia compared with growth of dink anather the research com-Suporthies are connlortably the trals 56 per cent of the UK amillion smoothies a week, conentrepreneurs in 1998, now sell.: pany IRI recently found that they instest growing sector in the saft mism. hmocent, founded by three smoothie market and expects its "37m sales to double this year.

ing their benefits. The British cautioning against overestimatsmoothie sales, antritionists are Dietetic Association has stated But behind the soaring

calories". He said: "Liquids like

and everything going for it you've got the weather; on've Wisn't the same. easy in the UK. In Australia no,"hesaid. "Idon't think it sthai new company] searce fos and sites. "And smoothies are more costly to make," he said. But tralian challenge. 'Are they the is phlegmatic about the new Aushave already grabbed the best 1998 as a single cale in the City. Crussh, which began in October sugars, [can promote] obesity."
There are other challenges ahead for both Crusch and Boost fruit juice, composed mostly of limocem, believes the coffee bais luice. Adam Balon, founder of

Special devision of the second second

and consumers see them as a healthy option. They should think again. Severin Carrell reports They are one of the food industry's biggest sellers

obesity rates and end our love paration continuities (116 sprains) in moved entirely. is arouthe tawermnem's cam by living estimate each day The ar matering over to the (6) siliat Brion, are being of a net with year bittle fibrea com- drinks be chimate they go a record.

contactention towards the five or priecel. This is become the giotein fondon this mentle hap-contacted to should infer or prior serventices an information in ordation and a formation to the where the skin preland pulsare on their bottles - something princes results in an independent rened with the raw ingredient. This is more the case with inter-

"Variety is one of the key of

Portions a day, and Pls are even using their own "five a day" lakel which the experts and Govern-ment believe makes the confuinto a fir and l'Is marke their

> moothies are the lat-Britain's increasingly lifestyle choice for

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21.70 (PR 52.70)

with goodness. Allegedly. packed, low in fat and "bursting health-conscious con-They are vitamin

apple or unpeeling a rape banana. is first as good as eating a fresh packed with sugar, calories and ly believe that every smoothic acids, while most people wrongthe fruit-packed drinks are also tion has gone too far. Some of ing that the smoothes revolu-But now health experts are warnthen £100m a year on smoothics Britons are spending more

a long period of time the truit inice, which is quite action, can fruit, and if a tuice is supped over sugars naturally present in the ents that would be found in a vehole fruit or vegetable," said be a more concentraced level of this removes some of the nutriciation, is not the case. "Juicing Or Phillips. "There is likely to involves the removal of fibre and from the British Dictetic Asso-That, said Dr Frankie Phillips,

> Peanut butter and chocolate." whole-milk yoghurt, and even high in calories, with added damage dental enamel. In addition, some smoothies are very

169g of sugar and 1.170 calories. which is 890ml in size, packs Moo'd. Its super-sized version. pany sells the Peanul Butter expanding smoothies firm called ununtionists go pole. The coming a "power" drink that makes to open stores in the UK, is sell-Jamba Juice, which says it wants In the United States, a rapidly

from concentrate, not fresh fruit smoothies: as soon as a fruit is other unseen problems with And many smoothies are made trients start to love their potency processed, its vitamins and nu-Og of sugar per 100g. There are dards Agency's healthy limit of on sale in the UK have sugar levels higher than the Food Stan-Many smoothic drinks now

drinks are what they chara to be native to Coke or Fanta. But a that smoodnes are a better alter debate is now raging within Whitehall about whether these Even so, nutritionists agree

SHAM AND BY HOUSE BURNEDON

Marks & Spencer

THE PROPERTY OF

Company The Serious Food

and consumers see them as a healthy option. They are one of the food industry's biggest sellers They should think again. Sক্রেক্টাল হোলভোট reports

et ibles that Britons are being ofportions of fresh fruit and vega contribution towards the five includity urged to ear each day.

rejected, until now, claim that health ministers have in helping to hit that target - a of finit and vegetables to get our suading us to eat a wide range affair with ready meals by perdrinks can play a significant role popular smoothic companies, "five a day". Two of Britain's most obesity rates and end our love heart of the Government's cam-Innocent and PJs. claim their paign to combat the UK's rising This argument goes to the

and do not help people to have and vegetables, they usually cona varied diet tain less fibre, fewer nutrients smoothies can make only one of day". Health ministers insist that enough to help to make "five a kind of food and drinks are good unlike treshly prepared fruit those five daily portions because ernment's guidelines on what healthy eating, to revise the Govlobbied the Food Standards vestigation has found they have Agency, the official advisor on An Independent on Sunday in-

that franciar vegetable mice and official told the IoS: "We state or how many troits are blended much over 150ml is consumed one portion regardless of how truit smoothies count only as A Department of Health

> or juiced. This is because the net with very little fibre, comremoved entirely. process results in an end prodwhere the skin, peel and pith are This is more the case with price pared with the raw ingredient.

ed or juiced products." each day in a range of forms, but ements; we encourage people to not rely too heavily on blandto eat at least five different types "Variety is one of the key el-

cent fruit. We don't take anything out and don't put anything in. ment's criteria for supplying two of the "five a day". He said: "Ours is the only brand which is 100 per products satisfy the Govern-Innocent, is adamant that his Richard Reed, a co-founder of make up two of those "five a day" dard 250ml bottle is enough to that some smoothies are so rich usters at the Department of Health in fruit that drinking one stanthat these firms are right to claim But the FSA is now telling min-

nalled very clearly to us that portions in their natural state" smoothic contains two entire vice to two portions when the they're going to change the ad-The FSA, he added, "had sig-

chain Crussh opened its 14th will boom. The smoothic bar the entire soft drinks market already the fastest growing in win this argument, their sales gument about labelling. If they This is not just a technical ar-

> on their bottles - something sion for consumers greater. ment believe makes the confuusing their own "five a day" label drinks by claiming they give two which the experts and Governportions a day, and PJs are even Innocent and PIs market their "tore in London this month, Both

are substituting the smoothie for. cede their drinks have a limited day. A lot depends on what you as if you had 10 of anything per n't be that good for you, the same role. Chris Fung, managing di-10 smoothies a day then it wouldrector of Crussh, said: "Everything in moderation. If you had But even smoothic makers con-

of fruit and veg counting towards ricty of ways that the portions smoothics were a "grey area smoothic bottles. This can ther lead to confusion." the 'five a day' are labelled on 'At the moment, there are a va-Dr Frankie Phillips said that

two of those five portions - but ent types of craished fruit. firely made from several differonly if they can prove to be enies the right to claim they give give the highest-quality smoothday" criteria. They are likely to cessed foods meet the "five a lish new advice on how pro-Ministers are planning to pub-

Louisa Dennison by Hannah Crown and Additional reporting

> apple or unpeeling a ripe banana packed with sugar, calories and is just as good as eating a fresh ly believe that every smoothic acids, while most people wrongthe fruit-packed drinks are also

a long period of time, the fruit fuice, which is quite acidic, can fruit, and if a juice is sipped over sugars naturally present in the ents that would be found in a be a more concentrated level of Dr Phillips. "There is likely to whole fruit or vegetable," said this removes some of the nutriclation, is not the case. "Juicing involves the removal of fibre and from the British Dietetic Asso-That, said I ir Frankie Phillips,

> 169g of sugar and 1.170 calories which is 390ml in size, parts

other unseen problems with on sale in the UK have sugar And many smoothies are made trients start to lose their potency. procused, its vitamins and nusmoothies; as soon as a truit is clards Agency's healthy limit or log of sugar per 100g. There are levels hit her than the Food Stan-Many smoothie drinks now

drinks are what they claim to be Whitchall about whether these that smoothies are a better alterdebate is now raging within native to Coke or Fanta. But a from concentrate, not fresh fruit. Even so, nutritionists agree

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TELE DEE discovers many are a wasto of money, full of sugars, acid and calories Britons seem to believe that drinking frui juices and smoothies can cure all ills.

ould it soon be last orders for juice that analysts are predictthe latte? So many of us are for a healthier-sounding fruit now swapping our java jolt

the British chain Crussh opened its 14th to rival that of the coffee chains. This week store, and the Australian chain Boost Juice ing a high street juice har war

today's consumer seemingly wants more Russell Crowe are all confirmed juice fans ington, Willem Dafoc, Woody Harrelson and the celebrity seal of approval - Christy Tunl calorie-kind, although undoubtedly aided by for products that are nutritious, natural and lowed by one in London. Driven by a desire with a branch to open in Manchester, folhas signed its first franchise deal in the HK

drinks market after bottled water, we con-As the fastest-growing sector of the UK soft ons now spending almost £768 million a year. grown by 60 per cent in five years, with Britfigures from Mintel show that the market has idea of juicing one's way to health that latest banana and mange crush? So popular is the And what better way to get it than from a than a short-lived energy burst from caffeine.

they first pricked our consciences. we have grown to love in the ten years since ics, the thick, creamy textured products that cent squeezed or pressed fruit, are the most every year. Pure juices, mad: from 100 per drinks sold. But hot on their heels are smoothpopular, representing 56 per cent of all juice sume more then two million litres of them

water and with detoxing and disease-fighting health tonic. Or are they? more vitamins (and flavour) than mineral properties, they appear to be the ultimate fruit drink to leave you feeling virtuous. With belief that it is doing us no end of good, that we can indulge our juice habit in the There is nothing quite like a freshly squeezed bling by the year. Of course, the best thing is Smoothies alone now have a retail value of £100 million in the UK, a figure that is don-

above a paltry two servings a day. But experts to raise its average fruit and vegetable intake Our growing obsession with juicing sounds caution that there is more (or in some cases, good news for a nation that persistently fails

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Bring this voucher along to CRUSSH, London's leading juice bar, and claim a free medium smoothie when buying any sandwich, salad or wrap. For information on your nearest CRUSSH store. visit www.crussh.com One customer per voucher. This offer does not include super smoothies.

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We all know we shouldn't overdo the booze, but what if you do? Although some of these healthy hangover cures are based on folk wisdom, people swear that they help you feel better fister

1 The Crussh Purifier Try this smoothic recipe from paice bar Crussh (% POINTS value). Put 125g carrots, 95g apples, 50g celery and 25g peeled root ginger through a juicer, then whize the paice in a blender with 55g frozen strawberries and raspberries.

2 Scrambled eggs and beans Use just a dash of skimmed or semi-skimmed milk in the eggs and cook without butter in a non stick pan. Beans

supply slow release energy just what you need—and eggs are full of protein

> 4 Lots of viate: The more water you drink, the less severe and long-lasting the hangover is likely to be. So drink up!

C.S.A.Hais

■ O'Neill's pubs in London are hosting! Eweek of Inshitutifion November 21 to lelebrate the Spint of the trish O Neill sin Worthur Sireet, Wil has its umual work long Feis Cearevent. The core will be in full awing in the Sonnfrom pub Imporphent this week. A Black ! Valvet daily, complete with the famous. Irian cooking and live entertainment. will be held on May 21 alongside other events. Visitors out test their shifts in a limends competition have a bunt on a shall race in aid of Barnardo's, or enjoy. O Heill's Magner 3 and pork sausages and serifood coloannon, washed down with a Jameson's cocktail, exclusive to Fels Cani. Other O'fleill's pubs are at 14 New Row, WC2 31 Houndsdilch. EC1 65 Cannon Street, EC4, 73 Euston Road, NW1_61 London Walf, EC2, 37 Great Mariborough Societ, W1, 166-170 Shaftesbury Avenue, WC2, and 2 New Bridge Sheet, EC4

The Crussh juice bars have launched a new menu purked with nutritions foods all bursting with ingredients to boost your body's immune system and help

protect you from those maply chills. Traditional soups, such as leek and potato or formato and basil from their classic range are

served up alongsida Hungarian goulash l or Boston clam chowder for those looking for something different. Enjoy them with Iroshily baked bread for the perfect autumn warmer. Alangside mase wholesome soups Crussh are also offering new seasonal smootnies: the English Dichard, made with brackbernes bluebernes apple and poor the Autumn Cleanser, with foundly beiery causel, garger and time and the Pink Drink, with the super fruit inerpla, all bursting with vitamins and actionidants. This month Crusch are offering in free Flu Fighter booster. containing achinacea, vitamer C and astragidus, with any pice or smoothie hough to help fight off any nasty bugs!

■ Babalou in Brixton are producing a cockton for Thanksgiving of Chivas Regal Scotch, femion, maraschino liqueur, quince jelly and a spiash or crange juice served over ice. This will be available throughout the night on those 2 at Bahalou. The Crypt. St. Mathew's Charet., 80xton Hill, SW2.

Time to give thanks

Whether or not you are American, you can still celebrate US Thanksgiving Day in London, as Michael Darvell found out in Soho

The barbeette has come a long way even in the UK and most paties new boast a modest outdoor cooker. However, it this time of year is not the most tay emable for al pracecooking you can still enjoy your ribs burger - chicken and pulled perfe by setting off for Bodean's im Solio or Clapham where this Thursday. November 24 they unlikelebrate US Thanksgring Day. In Poland Street WI your Thanksgroung Dinner is £19.93, with a choice or Smoked Chicken Gumbo, Clam Chouder or a Small Chesar or Garden Salad, Jollowed by snoked turkey preast, gladed bann, crarberry sauce stutting, mashed potatoes, brown gravy and mixed regulables. For dessert it's hot apple pie or pumpton pie and ice cream-Sittings begin at noon for two bours on a reservation only balls. It is the same menti at Bedean's at Clapham High Street, but it costs £18,95 a head

Bedean's, London's original BBQ smoke house, was the idea of Andre Blais, one of the original members involved with the Belio concept, and Bryan Tyrell, a two time International BBQ Champion, It was the wife brought the unique faste of barbectie to London. I recently are at Bodean's in Solie and was impressed by the quality of the London and the elientale who had a whale of a time. Documstan's it seems that every right is party night, se Hianksgiving should be a hoor.

On my visit I took two What's On altumin Holen Taylor and James



Cameron Wilson, to the basement ribroom [the ground floor is a deli and takeaway] where there is generally a baseball. Jootball or basketball merch to watch and that night was no exception. However, it sand intrusive and it does add to the atmosphere

The monu offers Salads, Fire Search Specialities, Smoked Clucken, Steaks and Veggie, Fish and Down Home Specials, plus a section devoted to specialities from the weed-bursing smoke pit. Starter Teacers are anoked chicken, this seared chicken amig gamba shrapps, cralinical coke and

"Those barbeoued meats really are maningly appearing, with that lingering smoky flavour"

grilled scallops. To begin with we ordered the assorted starter: (£6.23 or £10.95 for two) plus the scallops with avocado com relish (£5.25). These set our taste buds lingling for the rest of the meal and were hearty portions.

In order to try a canety of main courses, we had a cembe of half chicken and pulled pork (£10.95), a Burger with Swiss cheese (£7.95 plus 55p), and the Meat Lover's Aleat Loat (£7.95). This fast was my particular choice. It is a great content feed and in the current clane a writer wagner. It is

made of beet and nork and served with mash and on an gray, deliceu-

latives ordered the budget and was impressed. It cames with the cared toer in a range of toppings apart from Swiss choose including blue choose mushrooms, galapeno poppers in type streaks bacon and onions (all 55p extraint in not a budget person but even thingto be compred text time.

Helen's cisous was the chiefen and park combo but both fames and I holy of her out. The le backer of menicular are motionly appearing with that his gaing moss flavors that it had his gaing moss flavors that it had to relief. It is operation, operational family damen, craybish mobilities family damen; construct or approach mobilities in moked and its endadency could give to could be vised to several satisfactors.

For dy service the e-Appl, Pic (£3.25) key land. Pic (£3.35) and Cheesee (k); (£1.25), all was pointed off with justo. Apart from the Thanksgiving meal, there are other offers such as the handling. Pigour for y Tenner and all day Sinda, to Tuesday, and it wookends children eff for two one per adult) from moon to 5pm.

Theodean's at 10 Peland steer (W) telephone 220 (28% 25% is opin Mon Facineon 3pm Opin 11pm 8at noon to 11pm Star no via 40 30pm Bodean's 160 Clapham Hali 8to vi 8W4 (telephone 022 (632-1248) 8c) also want Eclemodologicam

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4221 and 15-20 Creechurch Lane, EC3
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170 Grad Perfinad Street V/1 029 7631 3131 The Mov 24 mentu includes Crimichowder Reast quall, rock dysters. Devilled eggs. Plin filed scallups, Lobster with Capin anistrat. Bor than & maple symp glazed comed beet. Route turkey. Blackered salmon. Sea balls. Goal sich tesse en pannals. Vegetable faptas. Missisorpol mod part. Apple brown bedy. Prican pre. Plann. in 9.9 etc.

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d Farring-Ion Street London, EC4M 7LH

Cuisine

Telephone: 020 7489 5918



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Sandwich places like Pret a Manger did to lunch what Marcel Duchamp's "Fountain" did to art. Like the art world's acceptance of Duchamp for using readymade goods for art, readymade lunches have become the acceptable thing to eat for lunch. The concept is similar, it's okay to consume something made by someone else, and it's okay to assume it's fresh because it looks like it was packaged recently.

Crissh follows this readymade lunch trend, offering a fresh spin on the takeaway lunch. On one hand, Crussh is just another sandwich place in the same vein as places like Pizza Express and Pret, but on the other hand, its focus on frushness and health offers something just a little different, and a little better, than what's already been done before Crussh's menu moves away from just wraps and sandwiches and offers innovations like health pots - little salad medleys of beans and vegetables.

I stopped into Crussh for lunch the other day as a well-needed break from the same turkey and cheese sandwich funch the enjoyed at hinchtime since primary school, and a respite from Tesco's and Pret's selection of readymade lunches

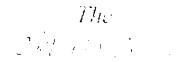
On first impression, American ex-pats like me may recognise Crussn as a kind of British version of Jamba Juice, an American chain of juice bars offering smoothies, vitamin boosts, and healthy snacks. Actually, a lot seems to be similar between the two establishments, from the smoothie names to the clean cut interior design including the fresh squeezed orange puice coloured walls.

The food is nicely packaged in clear cellophane wrappers sealed with stickers, and looks like it's meant to be sold that afternoon, not sometime that week like it does when packaged in those triangular boxes we're so familiar with.

The poppy seed bagel with smoked salmon tasted good, but unfortunately wasn't an authentic bagel. A cup of organic vegetable soup quickly made up for the poor bagel, though. Piping hot and very filling I ate every last bite. On the side, a bag of crunchy Terra crisps made from beetroot, sweet potato and turnip were a nice break from the usual variety of wimpy potato crisps. A bag of apple crisps were a sweet change from potato crisps: a little odd, but quite tasty once you get the hang of them. The Berry Blast smoothie was a delicious blend of banana, apple, and berries that felt both filling and healthy. The vitamin booster option allows you to add extra nutritious content to your drink. For those brave enough, you can try a shot of wheatgrass—but definitely save a sturp of smoothie for afterwards as the taste isn't for everyone. It literally tastes like a freshly moved lawn.

The foods I couldn't fit into my lunch looked equally delicious, a quality that made me really enjoy Crussh. I could eat there for a week and never eat the same meal twice, whether it be a Smokey Ham and Swiss sandwich, or a sunny veggie club, a tuna sushi wrap or a baby mozzarella salad, just to mention a few. I could also eat there if I were vegetarian or vegan, as the menu abounds with veg options.

The only had part about Crussh is the price. While it might be fine for just a quick bite, assembling a meal made of more than one item can be a little costly. An average sandwich or salad and smoothie costs about £5 or £6, so over a few work weeks, these healthy lunches could be an expensive habit to keep up. Of course, perhaps your money is better spent for



-Marketing

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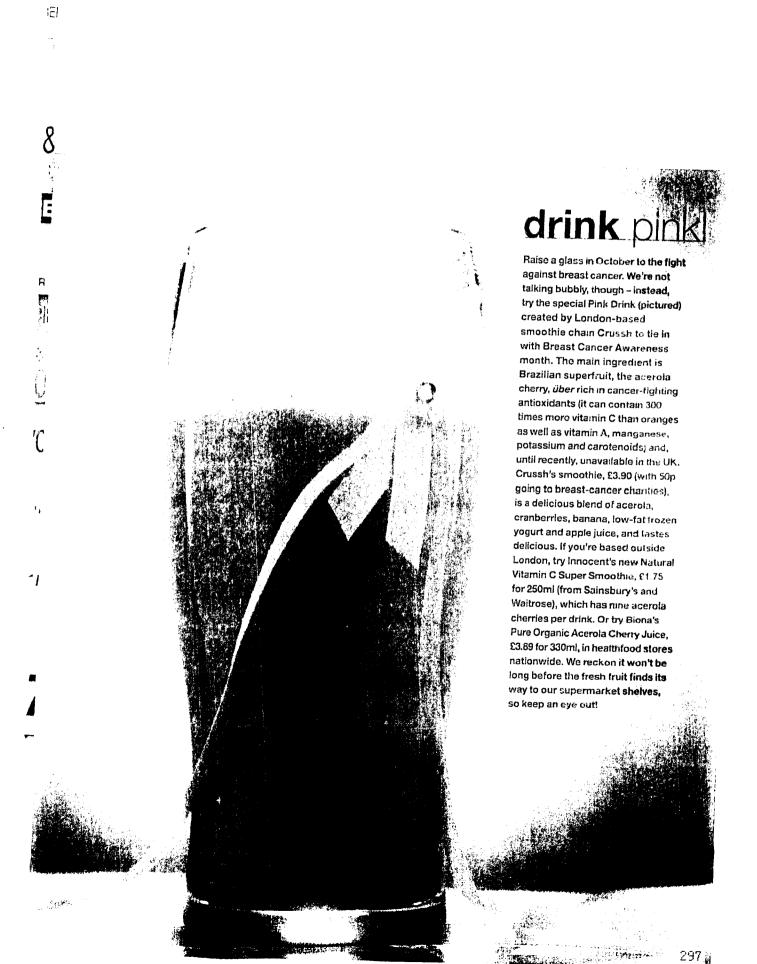
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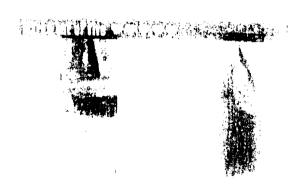
rake up The Changing Times Membership offer. For £18.00 (which covers pit pare. It is near of our newspaper) you get to try out several companies' products or see the sall of a special discounted rate APO you go in to a special prize drow for a 2 might stay for 2 of The West Usik Lighthouse.



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GREEN GODDESS

It's Breast Cancer Awareness month, so stay healthy and raise money for Breast Cancer Care with this delicious smoothie. It costs £2.80 (medium) or E3.90 (large) in Crussh stores (see crussh.com) - 50p goes direct to charity

about 5 mins

15 acerola cherries 15 cranberries 125ml apple juice 2tbsp natural yoghurt (or natural sorbet/ soya yoghurt) ⅓ banana

1 Whiz all the ingredients together in a blender until you've a lump-free, pink smoothie. It's that simple! Idea: For a thicker consistency and cooler smoothie, try freezing your natural yoghurt or soya yoghurt before adding Acerola chemes as frozen pulp are

available to buy online from pulpa couk or revital colub. For more information on Breast Cancer Care, call 020 7384 2984 or visit breastcancercare orguk

Fresh fruits in chock full of case fighting anticulded

Food news Five 'free from' lynchbox ideas log roth little ones Bake it better Houry alternatives

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Tasty

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MEET YOUR LOCAL FARMER

Do you prefer food that's grown locally? Show you commitment to British agriculture by signing up for Waitrose's Meet Your Local Farmer event, taking place on 5 October in Wallingford, Oxfordshire and 9 November in Hersham, Surrey. Includes cookery demonstrations and tastings. Call the Waitrose Events. Office on 01344 825 138 for more info.





These functione treats feature Bakehouse's Baguette Rusticata: STEAK AND ONIONS WITH A TWIST: Slice a demi-Rusticata and fill with fresh y gradified steads. Partiabello mushrooms and top with onion marmalade and rocket. SMOKED TROUT, LEMON AND DILL: Generously fill a Baguette Rust, and continued and lemon, then top with some watercress for a refreshing summer sandwich.

Make lunchtime special

"Cale culture is here to stay," enthuses Kate Raison, marketing direct mat Bakehouse, supplier of continental breads and patisserie for bake of: "And coffee shops are using food as a key part of their offering, and a way of differentiating themselves from the competitors to encourage the consumer to linger for longer."

Anterflaison agrees that funchtime is a big business opportunity to the coldeshop sector with deli-sandwiches, paninis and exotic that the coldeshop sector with deli-sandwiches, paninis and exotic that the coldeshop used increasingly on the menu along with new twists are traditional sweet products such as Danish pastries. She goes a step further by suggesting that it is the food offering in particular that will make a consumer choose one outlet over another.

"The three biggest players in the coffee shop market – Stabburks, Costa and Cliffé. Nero - all perform well on coffee quality, so what makes a consumer choose one over another? The food offering is certainly the key and it is an approach that independent coffee shops can also adopt," she says.

Speciality breads are becoming increasingly popular in foodbarvice as consumers are looking for variety and new tastes

and are prepared to pay a premium for more unusual products. For food to eat in, plate coverage is becoming more important as sandwiches are now often used as a main meal replacement. More exotic fillings, many with a continental or Asian influence are also popular, Bakehouse report, due to increased foreign travel and multi-cultural lifestyles.

Increasingly, multi-purpose breads that can be used an a pizza-base and as a sandwich carrier for example are being looked at as well as more unusual products such as flavoured baguettes or bread combinations (Bakehouse's Baguette Rustic Ita that combines the best of a baguette with a ciabatta, for example).

Consumers are treating themselves more often and coffee shops are in a position to encourage consumers to 'trade up' from just a coffee to buying an indulgent treat as well. Several of the coffee shop chains with whom they work with, say Bakehouse, are looking to increase their bakery ranges to meet this demand. Many sweet products can also doubte up as 'puddings'. Products like these also encourage consumers to purchase a treat after a gournet sandwich at lunchtime.



At CRUSSH, the emphasis is on healthy, fast food to go.

LUNCH AT CRUSSH (WWW.CRUSH.COM)

Crussh, a London-based fresh juice and smoothie outlet selling healthy light bites, was set up in 1998 by James Learmond, based on the principle of creating healthy food for a fast lifestyle.

In the beginning, James Learmond says that he just put on the shelves what he and his colleagues were longing to eat and drink, but not able to find. As time has progressed they have developed a wide range of options based on the philosophy of 'healthier, tastier and easier', and which includes soups, salads, breakfasts, desserts and sandwiches.

"Lunchtime is one of the most important times of day for us, mainly due to our locations being in high density work areas," says James. "However, we also have a very strong breakfast trade and rapidly increasing mid-afternoon 'smoothie time' visitors, who are the early adopters sick of coffee and looking for the healthier option to perk up their afternoon.

"We offer various deals/discounts for local partners and regularly do promotions offering free smoothies with any lunch time product purchased," he explains. "Our biggest revenue generators are smoothies, juices, and soups during the winter. We do sit in and take away. Some stores have more seating than others, and we really try to create a good vibe so people enjoy being there. There is no such thing as a typical Crussh customer – we see everyone from students to grannies!"



The right fuel to keep you running

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Thus the proceedings of highlighter and services for christ-history and discussions of a first contract of the contract of the

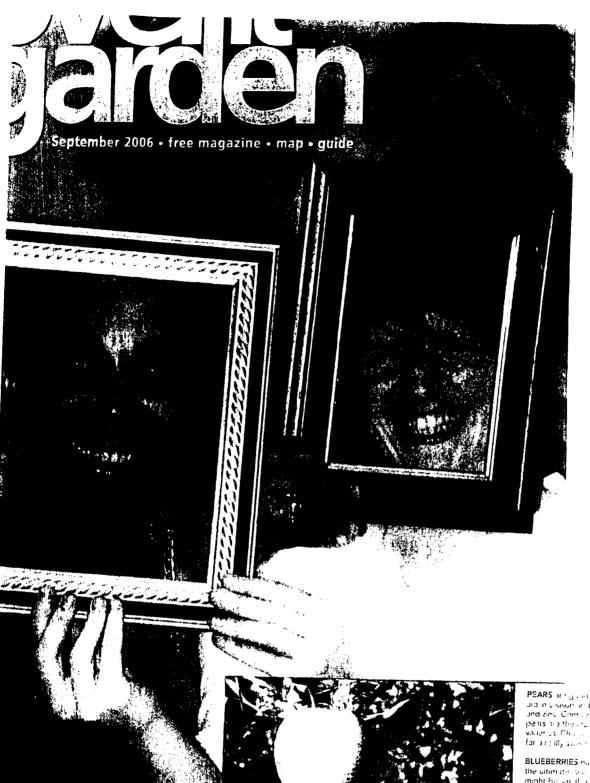




cake and Alain's Chor prowrie

Descerts and shacks are porticularly good value starting at around all My Organic yoghurt with pranibernes & seeds was good as were Minul fals chimit

All in all we were impressed especially at the prices $|\psi\rangle$ with is replicate the away attrough there are a small number of seats for those way creter to



nat's Going On in Sep ets of The Garden • G

A month of shorter days and blustery, wet weather, September is also traditional harvest time and there's no better season to head to your local markets. The British apple season has begun in earnest. Support British apple growers and pass on the bland overseas offerings available all year round in the supermarket. Give English Cox's Orange Pippins and Egremont Russets a try this autumn. Pears, apples and blackberries are all in season in September and taste far better picked from your local farm.

Tip: Fraeze your benies for a cooler juice

1/2 cup (small handful) of frozen blackberries; 1/2 cup of frozen blueberries; 1 pear; 1 apple

Put the apple and pear through the juner Pour the cloudy juice into your blander. Add the handfuls of barries and whizz up for a sweet but tingy autumnal treat that's brimming with vitamin C

APPLES are easy on the stormach to slike more acidic citrus fruits) and good source of fibre. Quarrating it i avanoid found in apples in all in to visativa anti inflammatory

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Health & Bear

How many times have you heard the phrase 'a new year - a new you'? Well this year we will be introducing a brand new focus page on health and fitness; reviewing over the year all of the latest keep fit concepts, technology and healthy habits to make sure that you find a fitness regime that suits you. So whether you're on a fat burning mission or you've got down to the shape you desire and just want to keep it that way with some shapely toning exercises, we will find the workout for you.

Cherry Martin

It you're like me and you want in burn quite a few calories whilst paying particular attention to your thighs, spinning is for you.

appropriate has been mound for a while but it has suddenly swept conduct within the positive years. and is now a deciding factor. faccurding to Educio First and Esponation many memberation pain ing a gyan.

I think that a member lock or hate. the exercise have and transgale to It comy monument of it for larger them 15 attendes on the idea of choosing or to a high powerest class. at a far in treat was definitely my version of Every - However after staring in a diebet at not former. slightly channy from legs which auts I have had in a long time the had whatted may shape in sooningly no more at his I banked myself ation a class at my focal club. I 10 spinning embastasts spinning their legs around at the speed of light as if they had been been that

thighs? I marched in-

showed me box to use and adjust the spinning bike is not level, keep immediately in Sont of me. All my fears af not being also to physically keen up with the class went our of

the window as the instructor explained that the level of resistance - hard to turn the pedals whilst seated was totally up to me throughout the class. Obviously they push you to do shift your weight from side to side your hest but you can tailor the class to work your muscles as hard or soft 35 you with

The like uself is nothing like a regular exercise bike found in the CV section of your gym. With little or no resistance it feels as though you are pedalling air around and I sat there introducing my logs to the feeling and getting my halance on the saddle-

With a ringer on the 'play button the class began

A full body within an whilst on the have ensured that no one pulled any inuscles during the ctras

What followed for the next 15 annut's was one of the best work-

Spinning classes revolve around the music played and you after the resistance on your bake and pedal in peered are easily through the door it time to the best of the music as told by the instructor. The instructor will ther the moods of the music from upheat music where you 'sprint' ipin your legs round as fast is you After throwing in of the nearons can on a moderate resistance with arguments in my head of I'm 1. your head down and bands on the women - I am menot to have log from of the hundle bars to moody hass music for hill climbs. The The instructor can a straight over songs normally last for a maximum and welcomed me to the class and of five minutes timless the cunning instructor has chosen the 7 minute long dance remix version!). Despite ing the hundle bars quite in it. There the groans of anticipation going seated I studied the reassume dial around the class the hill climb was the particular exercise I enjoyed the nost. We were told to turn the resistance dual three whole turns -

when you do this it is incredibly so you all stand up on the gedals and on each leg to slowly turn them round. This really works to tone the thighs. There is a short break between most songs which enables you to take a much needed siving from your water herric

In reflection the thing that initially put me off going in these spinning classes was purely the thought of sitting on a bike and pedalling solidly for an hour. This is not the case spinning works because it is broken up entirely into five minute segments to work out your whele body with different sections for different areas. Three since been to several splanning classes and the one thing which remains the same is the friendliness and energy of the instructors which inspires you to keep pedalling when you've set yourself a high resistance target The classes tend to be quite fively and you will find yourself singing along to the music as you sweat. It is a l'intristic way to get your legs into miniskut knockout condition or if you are a mountain biker or 3 winnafe triathlon stir works as excellent training to boild up strength.

Classes range between ES-ER or may be included within various gym memberships, if you are rerious about spinning I would recommend investing in your own gel saddle cover to make the seat a little less pointy on the old



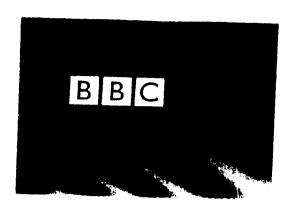
Crussh, London's leading juice bars, have carefully erested the ultimate in

de-toxing juices that mixes fresh kini and organic apples with a twist or cooling cucumber with iron-rich spinish. This great tashing juice will boost your hady with antional ints and vitamins.

The Green Goddess is only part of the wide selection of tasty de-toxers on offer. If you are going the whole hog to cleanse your body then why not ge for the Daddy of De-tox? This contains a superb selection of organic corrots, fresh orange and beetroot, all rich in vitamins and minerals to rid you of

Daddy of De-to:t

TO ADVERTISE IN NEXT WEEK'S **HEALTH AND BEAUTY FEATURE** TELEPHONE: 0870 750 1799



Jill Cox will be dining in



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Based on the original celebrity magazine, HELLOI, this new trivia quiz game will have players wracking their brains to reinember the news, views and celebrity issues from the year the magazine launched to the present day. We've got 10 copies worth £19.99

each to give away so if you timk you are the queen of royalty or the biggest Beckham. buff, answer this question for your chance to win. Who bedecked Elizabeth Hurley in safety pins for the première of Four Weddings And A Funeral? AlVivienne Westwood B)Giorgio Armani C) Gianni Versace Answers to comparaddlib.co.uk

For more info or stockist details go to hellomagazine com

To celebrate our Britney Spears interview, we've got 10 Britney

merchandise sets to give away. Each set includes a T-shirt, badge, poster and a special limited edition (D of Britney's Greatest Hits album, which includes all her most famous songs such as Baby One More Time, Oops! I Did It



Again, Toxic and I'm A Slave 4 U. For your chance to win, answer the following question: What's the name of Britney's husband? (Clue see page 17). Answers to compleaddlib to uk

Groove Armada: The Best Of includes all the tracks that have made the group one of the most important Butish acts of the last decade, including At The River, I See You Baby, My Friend and Superstylin', For your chance to win, answer the following question: How many copies of Groove

Armada's debut album, Vertigo, did Elfon John buy? (Clue: see page 25) Answers to comp Hoddlib coluk As well as its fabulously fruity range of organic smoothies and

juices, leading London juice bar, Crussh, has developed the most extinsive soup range on offer in London this winter, with more than thirty recipes made from the finest ingredients rotated daily Crussh is offering all Add Lib readers a free soup from its Classic

soup range Choose from wholesome and delicious varieties such as Carrot, Coriander & Orange, Pea & Mint or Chunky Bombay Potato. To claim your free medium soup, just present this magazine at your nearest Crussh stare.

Crussh has twelve stores across London. For a full list, go to crussh.com Offer ends 31 March 2004



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High-street snacks

If you're out and about, grabbing a tasty snack that suits your food allergy or intolerance, can be rather hit-and-miss. That's why we've put to the test six allergy-friendly high-street snacks to find out whether they really do taste as good as they sound ...words: FAYE ROWE



Crossh 7-A-Day Healthy Saidd, 62.00

Contains seven types of row vice rible and inbaby coins and becomments. Suitable for vigetnian a whise and dainy free diets.



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Highly recommended

Mature's Harvest Hulled sunflower seeds from Holland & Barrett, 55p for 125g, are great for treating dry skin conditions from



free raspberry and vanilla flavour yogurt with added calcium, £1.29 for tour, is available from Waitrose and good health stores Call 0800 0188 130 or visit www. alprosoya.co.uk

Alpro soya's dairy-

Organic Almond and Bliss Cake (wheat and gluten free, but it does contain nuts), £1 85, is available from Coussh.



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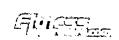
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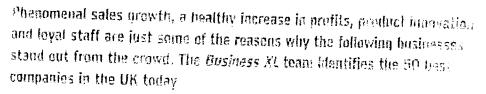


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21st Century Stars



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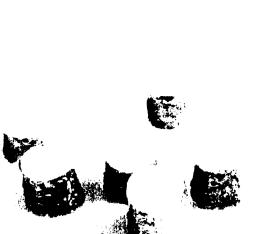


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These lunchtime products may seem slimmer-friendly - but are they? Our expert, nutritionist Ingrid Haitink*, gives her verdid...



Crussh Fat Burner Smoothie, £3.90

Per smoothie (450g) 351 cals, 8.1g protein, 70.2g carbs, 4.9g fat A good product - you fliget at east two portions of fruit, and because its freshly made you also get makinum aktovidant baners its rightne whole fruit druvides fibratop However ira fot our fan completes a bit of a gim moxili-to-

> which can block conversion of glingue to fat, but you din you at least 500nry rivide a day for any effect, it slaiso low in protein sale wouldn't have that runon avery day, Alhandhir or nuts a Timble La more barnited mea

instance it contains gardin i

..... Pret a Manger Sushi Deluxe Taku-Jyo Set, £4.95 Per pack (235g):

418kcal, 16.3g protein. 73.5g carbs, 6.6g fat Not duite as nealthy as it looks, it has the second highest baidries per 100g It's also 65% while rice, which has it night glycaemid index (GI) and affects

place sugar levels and hunger However, the billy fath helps to counter this, so it needn't derail your diet. The essential fats in the fish are good for the metabolism as well as the grain and immune system, but it's lacking in antickidants and it. from tippoint to valids your five-aiday target I'd suggest eating alside salad or a piece of fruit too

Sunstell

Fresh! Gourmet Organics Bugsy with Organic Carrel, Houmous, Watercress & Alfalfa Sprouts, £1.90

Per sandwich (195g). 296 cals, 11 3g protein. 47.3g carbs, 7.1g fat

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 Superdrug Slender Plan Checolate and Hazelnut Meal Bar, £3.39 for three Per bar (65g): 250 cals, 15 7g

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protein, 26.7g carbs, 7.1g fat This is bei Ank is this particul riad for succeptute air ruli unit in 7.5 dhocolate car evir long longly reduces a meal coplace none. This coult are raro, anythic in a simply good or you The builty new Hoscenties <mark>ćaloris densa sugarsi mežmi. Ji</mark>vo vije Ethe food for your \$50 culpries. The, arso upset your pleon surface and leaves you hongry and grump, Is commiss. vitamin's but they reading and licin to be pourly absoluted





A normal 62.50 Mars Bar contains 280 calories and

िक Perbar (21g): 92 cals, ७ ठेगु tat. 4g net carbs 🐰 . 🕕 . 🦠 in and a liver sure of កែកនាស្រាក់ខ្លាស់ប្រកាស otsini (e.b) (lisikahi ahitmi ni r Congress Coursely Light

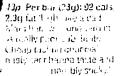
> £3.29 Jur 5 Per har (26tp): 99 cals, 3 4g fat Grayinf you have a win-or is for State of a - layer the . Fa and the laboration of the second

50p. Per bar (20g): 115 cals, 8.1g fat Lower in sugal to in milk choiclate and high in anticherants. An acquired hitter tässe, bur einamina yeu get used to it's ald and tester.



Real Belgium Chocolate 79p. Per bar (42g): 185 cals,

14.3g fat Nice and chunly, but overly sweet, powder, and artificial tasting. There's a mething in there that shouldn't ha shuddered one tester







X-Carb Salmon Fillet in Lemon Dill Sauce with Julienne Carrots & Fine Green Beans, £3.49

Per pack (400g): 344 cats, 25 fig protein, 7.5g carbs, 23.6g fat - prosecus ser. Jand adila, moduesteno, aed. meantaids rainengs in one son especialogord of course a diant reconniching Lean Galla milionala niga de l'implie deutre, a prof ordan's nittle tiest beans and com arunda men na abuard arfata in this all to late of table to cared with hisalita to minara the club to protect au a and non-ent panizht. 13 8 27 Lill to Sweath. No. 19 dia Baladia

Atkins Gourmet Salad: Prawns & Poached Salmon, £3.49 Per pack (252g).

Sa - 128

Per pack (252g). 297 cals, 25g protein, 5g carbs, 20g fat

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New Covent Garden
Food Co Seasonal Soup
– Mediterranean
Vegetables and
Puy Lentils, £1.95
Per carton (600g):
234 cals, 12.6g protein.

"A great immune boos er because there is a good l'arrety of vag hontaining lots on a farem unto idunts and not ents. The onion and gon of ove antibodoteria, antiviral ar oldecongastant act vity – perfection autominand winter. It a good to eat food in season because it a more irrety to be totally gown and frozher. Inis soup's frore content is expolation and it also provides if it vagenable servings. It is ship if your madiones is not obtained in the madiones and only a the titry anathem diafraction.

40.8g carbs, 2.4g fat

Boots Shapers Roast Chicken Salad Sub Roll, £2.40

Per sandwich (190g) 302 cals, 20g protein, 47g carbs, 3.6g fat.

This isn't algrent oncident. Is sent inglithin processed white carbs, the the refined flour, which are high Grand will upset clone sugar resets. There is protein from the choken to traisance this to come extent out you will probably feel a on hungry by the middle of the attention and temored to shack, this also rather high in additives and low in utrients.



g fat - how do these 'diet' chocolate alternal 🗻 measure up?



80p. Per bar (50g): 249 clars
4g net carbs, 18 6g fot
Look Persi, but not look to.
Persi, more recurrent or a complete services
had a couple of other regional to the discouple of other regions and the discouple of other regions and the discouple of other regions and the discouple of the discoup

79p. Per bar (10g): 142 cats, 10.4g fat Tour Livrey Livrag rie dug choudelets Listes Touth interder Energy no seur this more deer feet solk It ament pel, Tiste (1K in year word on Alkans und





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TRUCKSHAP TAID 2000

gene sac

Cherry Martin

tones of the coffee housamidst all of the brown fresher just walking in. its bright citrus Crussh stands out with making you decor teei

Crussh and spent the next hour away from the refined shops in tasting all of the dishes Jubilee Place i strolled into So after tearing myself

> well filled and chilled to perboard - It was cold outside and tastes like bread and not card-The 'soups and stews' menu rection so that the bread still fancied something warning.

leck and potato. £2.30. I chose one of my organic all starting from perfection the favourites, the old classic filled with just the right looked inviting with clasgovraiet, chilli and bowl was Cooked to

> you, they boast, in 90 seconds, see it being made in front of from fresh init and you can Their smoothirs consist of

once again in a cup and girly pink the fruit shocks your a mental note to bring the ediiorial team here for ideas each brain into litth gear and I made through to Friday WCCK. the 'Brain Storm' to get me which is various berries and a Being a Thursday, I upted for aicreases your metabolism. supplement from the US which Summer

pure, freshly squeezed wheatdecided to fill what space I had left with a healthy Tequila shot. This is actually toz of Although their display of desserts looked appetising I Healthy Tequila?

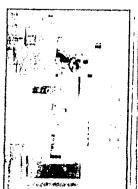
vegetables this is the one when it comes to preparing glowing so if you're like me but not the hest will power and one every day and her skin was One of Crussh's employees has gain maximum benefit from it. as it hasn't been cooked, all of one shot is the equivalent of the nutrients are raw so you 3lbs of vegetables. Better still The best part about it is that sive about downing a shot that prised - it tastes really sweet, hey, cheers! Pleasantly sursmelt like freshly cut grass but lime. I was slightly apprehenwith an apple to substitute the have the best intentions

grass in a shot glass, served

They have a full range of gluten free, wheat free, dairy iree and vegetarian options

of the other busy eateries here. tor my breakfast smoothie and otones experienced in so many that healthy food is hard work handedly destroyed the myth their goals and have single refreshing change to the moncye contact which was a was greeted with smiles and and I am happy to report that I service and attention to detail which excel their competitors. will be returning tomorrow Crussh have achieved all of l am a big fan of customer

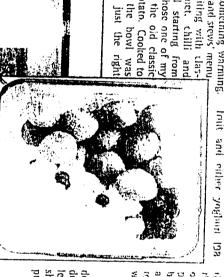
porridge.... see you there!



The distance of the Grane time that Coursel has brought a new Tout Discover new fruits and the art of smoothie making at Crussh...

On This is and introduced in in the then when wise supposition, in integreed . So

tes i, so i "sex along one benchings to saviet the

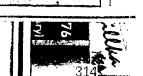


4 and couldn't resist trying each of them. narrowed my choices down to ing the boards for 5 minutes I spoilt for choice. After scour-They onze freshness and I was percent fat free) or soya milk and are around the E3 mark.

The state of

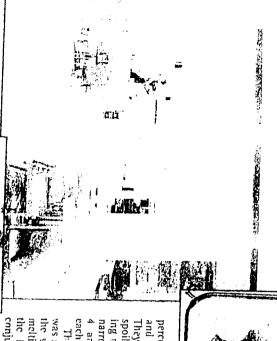
C II

conjuies up flavours reminiscent of the straw, the frozen yoghuri was sweet and rose thickly up the failt is a sensation that melting on your tongue with The first: 'Strawberry Cool' summertime and is



lasting all of the dishes on

filled with just the right



their fantastic menu. Let me first fill you in a bit

on Crussh...

where you can't wait to go refreshed and inspired for the experience which would satisating a different break time rest of the day, to the point leave your senses feeling fy the tastebuds but would more coffee and set about crehaving the choice of coffee or the City grew tired of only Chris who, whilst working in It was first inspired by MD

Fresh is the word All of the food that Crussh

ance friendly. organic, free range and toler sion of everything; natural, sandwiches leaked rempting ingredients are the healthy verglows with freshness and the serving it to ensure that it sells is made on the day of Almongh the

to fill van up. amount of vegetables in there

poemis of incas to stimulate drink. There are three main cept of finding my perfect crack on with the exerting con-Soup aside it was time to All of them are made

> 4 and couldn't resist trying narrowed my choices down to spoilt for choice. After scour-They onze freshness and I was and are around the £3 mark percent fat free) or soya milk ing the boards for 5 minutes 1

in the middle of a shopping good one to fight away those the fruit is a sensation that conjures up flavours reminis-cent of summer me and is ie which would be refreshing Wadness' is a tropical smoothwinter each of them.
The first: 'Strawberry Cool' melting on your tongue with the straw, the frozen yoghurd was sweet and cose thickly up blues. ogneM'

suble spicy kick. You have to and is scrumptious with a new Acai berry and paw paw try this one! The Brazilian was my favourite. This contains the

na, hee pollen. Echinacea, alue to your smoothic or juice? Chaose from ginseng, spiruiithan to add them as a booster nitely tastier way to take them ments what easier and defikick or if you take supple page 18 and are on a health if you followed my advice on fantastic as they are, however Now these smoothies are

also have a selection of super vera and ibads more. If this washe chough, they gulping down the Fat Burner smoothies. I saw two women

Jealthy Tequila?

pure, freshly squeezed wheat-Although their display of descerts looked appetising a decided to fill what space I had left with a healthy Tequila This is actually toz of

vegetables this is the one for when it comes to preparing but not the best will power and have the best intentions glowing so if you're like me one every day and her skin was One of Crussh's employees has

that healthy food is hard work. Crussh have achieved all I will be returning tonionow handedly destroyed the myth their goals and have sinco

porridge.... see you there! for my breakfast smoothic and

nies have stepped in where coffee bars tooms left off – every City boy with a as plan wants to squeeze the cash out **Gavanndra Hodge** meets the nice men trying to make a healthy fortune



Crussh:

James Learmond, 38, was educated at Edinburgh University and went to work for the commercial property firm Hillier Parker. He launched his first juice bar, Crussh, in Cornhill in 1998 using £40,000 of his own money and a loan from the bank. There are now nine Crussh juice bars and three more are set to open this year. In the first year the turnover was £200,000; last year it was £2 million. James hives on a farm in Hertfordshire with his wife and two children.

When I was at Hillier Park in I was badly behaved. I used to stay out late, drink alcohol, eat badl. But during the day I wanted to be healthy, f didn t want to cat the food that was available, the fist food and burgers, but there wasn't any choice. I met a nutritionist who introduced me to juices and I. felt so much healthier drinking them that I hunched my own bar. It was never just about the smoothies I wanted somewhere I could have lunch - that's why we sell healthy sandwiches, soups and salads as well In 1998 ther swere juice bars

opening everywhere If was the Pret factor People thought they could leave their jobs and do a Julian Metcalfo with smoothies in stead of sandwicher. They have virtually all faller by the wayside except us. It's partly because



we don't depend solely on smoothies for our revenue. Property prices are also a problem. From 1998 on vinds there was a see imble for sites by Sturbucks, Prot, Carle Nero, Cottoe

Republic and Beniys. It forced the market up. People who thought they had a good idea were torced to go in high, which is hard when you are launching a new business. Also, the mark up on a smoothie i air that great. Fruit is a xpensive, so there's nothing like the mark-up on coffee othat's statospheric. But our aggress we approach to opening stores meant that we have always been making enough revenue to cover our costs. We have made it work, but it has been

a long haul. My ambition is to 'no.

a Crussh bar on every high street

Frumba:

Douglas Strutners, 33, a Cambridge chemical engineering graduate, left his job at Unilever to found his chain of Frumbas in 1999, increasing his mortgage and finding investors among friends to amass a £100,000 start-up fund. Frumbas operate out of kiosks in shopping centres and health centres. By 2000 Struthers had opened eight kiosks but found that the fruit and nut bars he was selling alongside the smoothies were more popular than the juices. He has now shut down all but two of the kiosks and is concentrating on the Frum'boost bars. The turnover in the first year was £500,000; last year it was £1.5 million. Struthers lives in Oxfordshire with his wife.

I was working for Unilever setting up a chain of tea shops. I was enjoying myself but was irritated that I was working so hard for someone else. I was interested in starting a juice bar because five years ago it wasn't really being done, and because even then healthy eating was such a big issue. My idea was to do for smoothies what Starbucks had done for coffee. The problem, I soon realised. was that smoothies aren't coffee. Not everyone wants them all the time. The kiosks had to be in busy locations to be profitable and

there simply yearn to enough of those around that we could get into quickly.

Also, our customers were not satisfied with just a drink a they wanted something to eat as well. I looked

for something to sell alongside the juices. But everything healthy tisted appalling and everything tasty was unhealthy. I enlisted the help of a chef and a nutritionist, and the Frum'boost bar was born. It contains fruit and nuts and active health ingredients such as ginligobiloba and echinacea. Soon enough Frum'boost was selling more taan the drinks, then we started selling them in other outlets such as WHSmith. The smoothies were more profitable but we were selling. 200 a day in contrast to the thousands of Frum boost burs we were selling daily. The eleverest thing to do was to wind up the juice bars and concentrate on the Frum'boosts. I never intended to get into the cereal-bar market, but I didn't have the resources to make both work. Iuice bars just don't have the scalability

of coffee."

SITWELL IS THE

2005 is a year when the great food writers will come to onunence. I'm talking about the likes or

Sophie Grigson (left) she's kanwledgeable. commands serious respect and I guaruntee yaall he seeing a lot more of lice

inally, ofter years of vatching people cook on our screens, the Battish book like they might start to en own fingers dirty, This gromises to be a boom deteople running cooking es So if your other half atts weird to ear on on, tell them an rang

Amid the plethora of restaurant guides

hat are available to mers, one will finally hove the others. Each r., when it's published, elin gets its fair share. ractors but it's still the in' and the best.

A move against cheap foo f will sweep the nation. food writer

Prince is uned to be shing her itive book laims ir hange the

ou shop and eat forever cently, she'll argue that hould spend more on

-quality produce that will inger and make you savings. is her publishers received.

the manuscrime and doubled the print order

One man to watch is Ian Pengelley (left). Born in Hong Kong, he trained in China. Thailand and

ipore before landing a job first head chef of E&O month he opens Pengelley's restaurant and bar on the site of Monte's, It promises great things,

It's time for an end to stacking. I'm talking poncey towers of food that show the chef has had his fingers all over what you're about to ent. Flavour not appearance is what will be important.



financially and critically, Mourad Mazouz's (above) extravagant Sketch on Conduit Street now looks set to stay and become an institution. He no longer looks like he's on Death Row, reports a friend of his. describing him as 'more philanthropist than restaurateur.

Every year a new vodka tries to squeeze its way into the crowded cocktail market and 2005's budding wannabe is Snow Oueen. Punters will love its dodgy Russian matia image - it's from

this will be his year of glory?

Kazakhstan - and funky bars such as Aura and Momo are already stocking the sruff.

> Tom Conran is betting on a new love for British

Thirties-style entertainment in 2005 with the

introduction of monthly dinner dances and a bi-annual Stomp at his Bluebird Dining Rooms (above). There will be 40-piece swing bands and tame striptease, but God help us if men start growing pencil moustaches.

> This year's healthy food trends will

veer towards good alternatives to cream and deep-fried food. Word is that, in May, cookery writer fill Dupleix (right) is planning to publish Good Cooking: the New Essentials which promises food that will leave you satisfied but not guilty.



Patrick Kielty's sofa supper

The 33-year-old stand-up comedian and presenter of shows such as Fame Academy comes from Belfast and now lives off the King's Road in Chelsea. 'When I'm in on my own I cook quite basically but if there's company I can put on quite a mean spread," he says. 'After all, a man has to make an effort. I'm out quite a lot but I have a telly supper now and again." Who's on the sofa? I prefer to have

my telly suppers on my own - no one to fight for the remote control. What's on the menu? Baked potato

with chill, grilled chicken breast in a mushroom sauce and vegetables. Pudding? Now that I'm over 30 I have to decide either to drink or have pudding. And because I'm Irish I tend to forget about the pudding and continue with the alcohol. And to drink? Honotiq (a tropical fruit liqueur with vodka and Connac) with ice, and posh water, Evian. What's on the box? 24 on DVD or maybe the comedian Chris Rock on video. He's the funniest man on the planet.

APPEARANCE TASTE **EFFICACY** £1.69 (250ml) (020 8600 3939) £1.59 (33**4**mi) (020 7368 1823) £2.50 (340m) (WATALCOUSTLOOM) Compiled by Annie Deakin

Calista Flockhart's blind tasting clearly keeps her trim





SITWELL IS THE



Restaurant bites

Staff from Kensington Place and Le Caprice were left gnashing their teeth at last week's Tatler Restaurant Awards when the prize for old-timers (Most Consistently Excellent Restaurant) went to Henry Harris tor his French restaur int Racine. It's only been open two years,' moraged one. It just feels like it's been around forever."



Sophie Conran. seion of the gover family and maker of pies. has fulfilled a private ambition. Her father, Sir

Terence, has

paid her the ultimate compliment by asking for her pies to be stocked at his City rest unant. The Royal Exchange (above), reveals my boy in the prokinchen. He says he loves them, confirms Sophie, who hopes the menu will soon feature pies such is perkand prime with apple mash

Burly Northerner Mark Broadbent (left), chefor Bluebird Dining Rooms. is recovering from what a diner describes as an 'ugly incident' at his restaurant last week. He was confronted by

with big hair who was determined to order off-menu, the diner explains. She demanded he cook her a Lancashire hotpot and then insisted on showing him how. This sort of thing doesn't happen up North and he looked very shaken."



Word reaches Food Spy that the life of the late exuberant restaurant PR Alam Crompton-Batt (left) is to be immortalised in film. 'His life in the crazy world of restaurants would make a great feature," a movie exec tells Food Spy. And the perfect person to play him

an upper-class lady

Antonio Carluccio's

Twinkly-eyed Italian chef Antonio Carluccio lives in Fulnam with his wife Priscilla, sister of Sir Terence Conran. The chet/patron of The Neal Street Restaurant and Carluccio delis admits that "generally I don't like eating on the sofa because food is too important and has to be eaten in a comfortable position. I clearly don't descend from the Roman Empire with its tradition of eating lying down.

Who's on the sofa? My wife Priscilla.

What's on the menu? Minestrone soup made the day before served with a stream of extra virgin olive oil and pesto. We follow that with a Castelfranco - a form of radicchio salad dressed with extra virgin office oil, lemon, salt and pepper, accompanied by mozzarella, Taleggio or Gorgonzola cheese and freshly baked walnut bread. All plundered

Pudding? Lots of fresh, ripe fruit: grapes, pears, tangerines and peaches because I find the acidity in them aids the digestive process. And to drink? Water, sometimes



Mark Jankel, chef of the Notting Hill Brasserie. predicts...

The organic food movement has developed from something that was novel and fashionable to a way of life for a new generation. We should now take advantage of the spirit of the organic movement and allow ourselves to be inspired by local and seasonal produce. More and more people today are buying from farmers' markets and using box schemes and it is a very positive way forward.

William Sitwell is editor of Waitrose Food Illustrated (e-mail: foodspy@jbcp.co.uk)



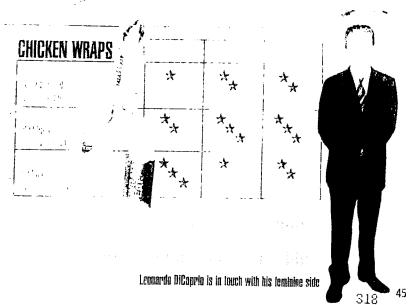
would be Rhys Ifans who could do

for Alan what he did for Peter Cook."



what's new on the party circuit

At the opening of Robert Mapplethorpe's exhibition at the Alison Jacques gallery, the pictures were so hot that everybody needed lots of cool drinks. Thankfully, there were litres of icy Ivan the Terrible vodka cocktails for guests, including Alice Temperley (left), who sipped a Tsartini: vodka, honey water, lemon juice and a dusting of cinnamon powder. Nasdrovvet



ne forecast is for sunshine at last. Here, ler Hindhaugh gives some innovative as to help you make the most of it

novice confident na-

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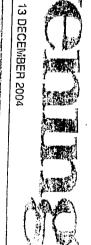
Swim in the sum end rain fry one of Lendon's many lides, from Footing Bee's cut offm it's the brigg st prof na Europe, 929 8371 7493) to the 5% Jamin 4 ponds on Hampstead Heath (for others see a www.leardonpoolscan.paign.com/ 12 f whick the limb to Lidosh. And voice or show of your new swim withhold. Speeds, whose freest suits are bot on design as well as function. Sculpture Unic swimson: 350; for stockist's call 0115 910 7267

ត្រូវ ឬប៉ូពេល the Sequilies (max) Porridge outs are the obvious breakfast choice for many healthy eaters - they're low GI (4lycomic index), low in fat, frae from additives and full of B vitamins. But hot porcidge on a summer's day? The Crussh juice bars have come up with 'summer porridge", a blend of oats and natural yoghurt, with a choice of toppings therries, strawberries or main na 191 an at Centsali Inner burs



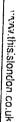


ONDON, MONDAY, 13 DECEMBER 2004





Incorporating THE EVENING NEWS





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composer's catchiest tunes. Phantom's anthem is one of the magnificent staging. The director Harold Prince s Webber's musical remains real star of Andrew Lloyd migy this ravishing, gothic musical of love and death. The Jick Curtis

8pm, then £5. Tube: Notting Hill Gate Spm-lam, Notting Hill Arts Club, 21 Notting Hill Gate, W11. Free before Despite its name, Beach Club is THE NAME

actually an eclectic, vodka-



0870 160 2878

icon! I've had enough of all this The had enough of being a gav 103 The Cut, SE1. E10-£35.

quiet integrity of a venerable latest role is one betitting the work he received after exiting hard work, because, since t the closet. Accordingly, his complaining about the chage of lhese parts ... I want a goet life." came out, I keep getting all So suid Sictan McKellen.

> panto, Aladdin. fivankey in the Old Vic's restive

looks set to be a major seasonal Arabian story, from the pans of dame and keep their digner Bilke Brown and composer Lipman). A new version of the rehearsal with co-star Maureen intact, it's Sirian fleft, in Sareth Valentine, this Aladdin But if anyone can play the

Christmas cross-dressing. licherti Gasirin One of the classiest pieces of

920 749<u>9 628</u>4

threathical knight. Widow

sets, plus live sets from the Cothenburg Male Lucia Choin Lugge and the Travelling Fml. [2] mash of performance art and DJ hip and Scandinavian, A mishfuelled celebration of all things

Street, WI, £12.50 £17.50. 730pm, Soho Theatre, 21 Dean Tube: Totaenham Court Road n his show, Capi Tricks and CALL SECONDA

Charames party one an inely kichs stablish good habits being the naverled a new pre-tox range a healthy pick-me-op, fruish has jos end, City and Canary What State & Various locations in the Cas Tours, smoothes and salads to Weekly a document to grab a give

confrontational Scottish comic Close-Up Magic, the (aka "the Glaswegian Gob"). below, tempers his bilious asides



to concentrate on his prodigious

Tobe Hanson's infamous teen slasher is still utterly terrifying. Shown as part of the NFT's

angoing History of the Horror

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over hoold also be included. Is the temp empected to get their lunch, malest a and collection of a maple. Finally, ask the armory to ensure the temp lenges builds en notes for your return."

Once out to enjoyed your brank, it is a cural or feel a bit low when you glids into the office, tanned and office of, only to reatm to a pile of work and doublings to trace.

"Yare to most scate of them of any increase council to the force of a ballila are a triday indeed of a ballila made," says Aranli, "Inat way you get a bit of a transicion time before comming to the office. If you're you'll end cient you'll have stranged your first couple of days back at york as well. Avoiding important meetings or decisions, for instance, will view you a chance to catch up with all those telephone calls and enable. If it also give you the opportunity to share these all important holiday staps."

Unfortunated, there are some of as who find it difficult to take holology of all. Some Pas might think they are indistantiable and the business will collepse if they go away.

Workplace culture can help induce workplains, but frequently this manic attackers the result of an excessively motivated personality. These who are prone to driving themselves hard can often forget how it feels to relay

But for those who are compared to take their laptop and mobile on holiday. Arnall says: "You'd be better off with a bucket and spade. If you're that concerned about your work and how well you are doing then one of the best

things your models go on holding. It'll give you a better perspective and hypefully retained you there is more policy theo work."

20 July

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Body Experience would like to creations of our PS readers to the City translot facial (to rupl mish and nourish skin polluled by stress and negative lifestylos).

Please send us a postured with your name, address and daytime talephone to PS/Body Experimes, Room 205, Eventing Standard, Northelife House, 2 Occy Street, Lensington W6 555, or email your entry, taling it Body Experimes to londonjobs in standard color, the might delibed aviguit.

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Cotton resigns ICC post over **Excel position**

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Horgan leaves NEC as Ops Direct to Morris takes charge

By Abigail Wills

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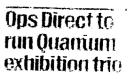
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and dimensional description Crusch; on Earls Court menu

sites revamp catering offer

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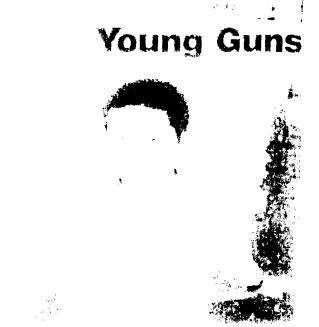
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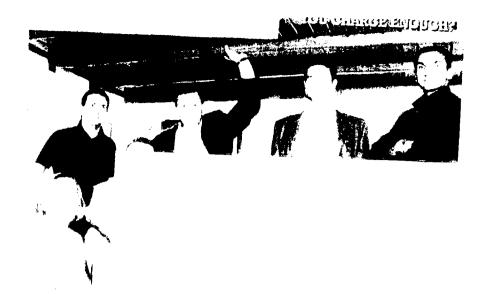


Springer Community and Community Com

CLASS OF 2003: One year on

Adam Balon Age: 82 Company: Innecent Orinks Jacus: Smoothic making





Young Guns



TIMES SERIES

No have HIGH WORK

WE REFUTE much of what was claimed in Jenny Engstrom's article ('What a state!,' February 17).

aware of any particular widespread over 50 years old and we are not that you would not find on any estate The condition of Dalgamo Chardens is proffy good. There are individual repair problems but none

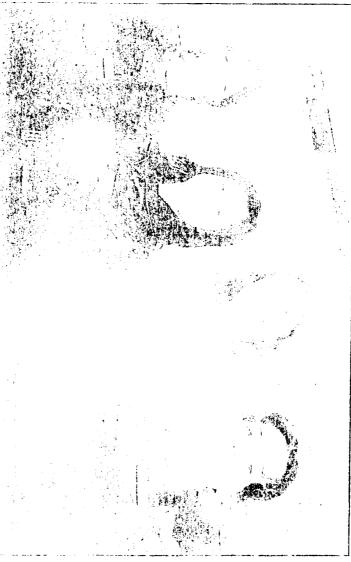
L501: in servicing the estate every central heating, double glazing. 125 myested £5.6m on mstalling operading lifts, renewing roofs and our. Over the last 10 years Peaborty We spend approx £100k in



Times, Eshruery 15

annual gas satety checks nestignous in customing we carry out Dalgario Gardens estate. And we are improving the landscaping at

Dalgamo Parinership, which is a Peniordy Error is involved in the



Tasty: Stella itui celebrates her win with flausicaa, imma and in Maer Ironn Chresh

the rest of this year.

Stella Lui, 17, will be able to drink a Green Goddess. every day until New Year's Eve. The new defox juice is made up of kiwi, pear, apple A BBC employee has won the right to a daily juice for

thre, extery, currender and spinarth. The said, who works in the strategy department of the BEC in Thise City, won the competition organised by True it juice bars on February 2. She was presented with her prize at the Wood Lane Crussh bar last week,

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it seems that thicken? TOUR OF THE PROPERTY OF THE PR are not reconserviv wally of London will be in). But then his views Specioss) ideousous sur Condon, it is hard to been expressed about SO MAN'S views have Tailer inkonam about Edinard Case is, at bost, Our own columnies afficing the truth. the impact of the 2012

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Health & Bea

How many times have you heard the phrase 'a new year - a new you'? Well this year we will be introducing a brand new focus page on health and fitness; reviewing over the year all of the latest keep fit concepts, technology and healthy habits to make sure that you find a fitness regime that suits you. So whether you're on a fat burning mission or you've got down to the shape you desire and just want to keep it that way with some shapely toning exercises, we will find the workout for you.

Cherry Martin

If you're like me and you want to burn quite a few calories whilst paying particular attention to thighs, spinning is for you.

Spinning has been around for a while that it has sufficily avenue freedom without the past two years and is now a deciding factor factording to fitness first and are pedalling air fromed and t sat Especialfer in any people when paid-10 Facilities

I think that you either love in hore the exercise hits and I stringgle to keep my momentum on a for longer than 15 minutes, so the idea of of it for an hour was definitely my imuscles during the class version of Everesi - However after stations in dishelies at my former slightly thinlify friend's legs which she is of whittled into shape in seem oughy to tone at all I hanked mysen. nto a class at my freat club. I period mixiously through the last acfor spinning anthusiasts aponning their legs amound at the specifiof W By

thighs Courcled in

showed me how to use and adjustfor spinning links to now level, keeps ing the handle hars quite high. Once scated I studied the resistance dialimmediately in front of me. All my feirs of not being this to physically keep up with the class went out of

the window as the instructor explained that the level of resistance was totally up to use throughout the class. Obviously they push you to do your best but you can tailor the class to work your muscles as hard or soft. is you want

The like itself is nothing like a regular exercise take found in the CV section of your gym. With little or no resistance it feels as though you there introducing my legs to the teeling and getting my balance on the addite

With a finger on the 'play button the class began

A full body warm up whilst on the chaising to do a high powered class - bace ensured that no one pulled any

What followed for the next 45 minutes was one of me best workouts I have had in a long time.

Spinning classes revolve around the music played and you after the resistance on your bike and pedal in time is the best of the missic as told by the instructor. The instructor will after the moods of the music from light as a they had been here that - upheat music where you 'sprint' -spin your legs round as fast as you After thriwing away the newboas can on a moderate resistance with arguments in my head of This a your head down and firmls on the woman. I am meant to have log a front of the handle bars to mondy bass music for hill climb: The The instructor come strught over - songs normally last for a maximum and welcomed use to the class and of five minutes lunless the curning instructor has chosen the 7 minute long dance remrx version!) Despite the grouns of anticipation going around the class the hill climb was the particular exercise I enjoyed the most. We were told to turn the resistance dial three whole turns

when you do this it is increditty hard to turn the pedals winist scated so you all stand up on the pedals and shift your weight from side to side on each leg to slowly turn them round. This really works to tone the flighs. There is a short break hetween most songs which enables you to take a much needed swig from your water bottle

On reflection the thing that initial ly put me off going to these spinning classes was purely the thought of sit ting on a little and pedalling solidly for an hour. This is not the case spinning works because it is broken up entirely tato five minute segments to work out your whole budy with different sections for different are is. I have since been to several spinning classes and the one thing which remains the same is the friendliness and energy of the instructors which respires you to keep pedalling when you've set yourself a high resistance triger. The classes tend to be quite lively and you will find yourself singing along to the music as you sweat. It is a fantastic way to get your legs into minisker knockout condit on or if you are a mountain hiker or a wannahe triathlon star works as excellent training to build up strength

Classes range between £5-£8 or may be included within various gym memberships. If you are serious about spinning I would recommend investing in your own gel saddle cover to make the seat a little less pointy on the old



Crussh, London's leading juice bars, have cirefully created the ultimate in

de-toxing juices that mixes fresh kivil and organic apples with a twist of cooling cucumber with iron-nich spinach. This great tasting juice will boost your body with antioxidants and vitamins.

The Green Goddess is only part of the wide selection of Listy de-toxers on offer. If you are going the whole hea to cleanse your body then why not go for the Daddy of De-tox? This contains a superb selection of organic carrots, fresh orange and beetroot, all rich in vitamins and minerals to rid you of nasty toxins.

Doddy of De-tox

A MUSIC DE LA CONTRACTION DEL CONTRACTION DE LA Bar Wall TO ADVERTISE IN NEXT WEEK'S **HEALTH AND BEAUTY FEATURE** TELEPHQNE: 0870 750 1799

product reviews

Bright lights, full stomach

Faced with some fun but sitty lights. Hel Aliwood discovers that they're no joke Thom she pedair of the breakfast fit for a London cyclist

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Haymarket adds Media Week to business line-up



Adidas three stripes ban puts global deals at risk

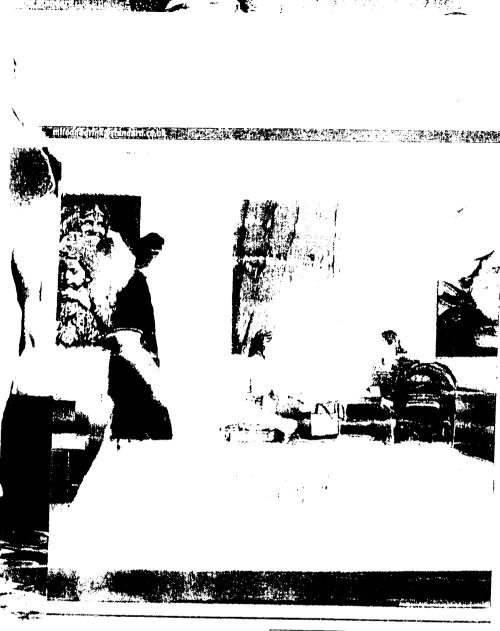
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FAST FOOD

Siller Land

Quick bites for busy urbanites

1 Tie Quality Chep House is now open for breakfast Mon-Fri 7.30am-10am Anyon 3 not tempted by Grack yeghurt, will doubtless turn to the St George's breakfast - two enns. quilled lamb chop. calves' liver, black pudding, back bacun, sausage, lamb's kidney. mushroom and teniato. £17 50. Mid-murning snouze essential. The Quality Chop House, 92 91 Farringdon Road. EC1 (030-7837 5093).

AT This summer's healthnest smoothie will be the Bruzilian marie with the wonder berry agai, prized for its high levels of anthocyanins. It is available at all London branches of Crussh. A medium is £2.80, the large £3.99.

The most cintum cranch is at 1 Chrom Sta +1, W1 (020-7639-2511), Yest www.crasshorem.for yeur near 15th ren. c.

2 East mouth the, the opening of the third malargest Pusairs Suran - a 170-center their Selfridgest East of the father no tribs, back and references in the food and references in the Selfridgest East of East of Selfridgest with the descriptions.

A Weather permitting dierers ablather the yeary day at Manda Vale's canalisate query at Manda Vale's canalisate query the Manda Vale's cher fonds blumark adda face acte qued things like part, who and mackerel. Waterway 54 Fermissa Street, W9 (020-726-3557).

If Deliverance, the readdelivery service, thus added a Japaness menuto its range of colorines. Prekaging has peried up with artists bired to do work specific to each menu. Even the lids look like collector's terne. Tel: 0200 do 1111 or wait www.deliverance.outh.

76 Paul Street, EC2 (029-7729 9270) Dinner for two with wine, E75

muddled the flavours, carpaccio of beef was too thickly sliced and the meat swamped in oil. I wanted something light to start, but the

fried zuechini flowers stuffed with cheese and pine nuts were not the light, pr. (t) blooms I imagined but soggy and collapsed into something that tasted good, but for stodgy, deep-fried reasons.

The next course was better. Pata negra (acorn fed) pork cheeks braised with moreilla (spicy black pudding) and rioja were dark and musky, unlike any pork I have ever tasted. Barbecued chicken in allspice and ginger was tender and crispy in the right places and had fatty skin and full-flavoured flesh to support those warm spices. The barbecuing was spot on. A piece of tuna was perfectly seared and slightly fatty so that it was warmer and less metallic in the mouth.

We set about the puddings and cheese like we were hungry, when, in fact, they were just irresistible. We had chocolate fondant with ricotta ice cream, meringues with cardamoin mascarpone and rosewater raspberries, and two stellar cheeses – sherry washed manchego and a mild but complex blue, picos de Europa. There are some crass touches here – a heavy hand with the oil, some clumsy execution, but largely like Princess serves unique foed that works.

We visit London's specialist food shops. This week: $OLPV \in CP$.

At Vom Fass you can bring a bottle and buy draught olive oil. It works out a little cheaper. Vinegars and spirits are also sold on the same basis. The main branch is near Chorleywaod Tube, near the end of the Metropolitan line. More central branches are found at Selfridges (020-77318 3602) and Harrods (020-7730 1234). Vom Fass, 21 High Street, Chalfont St Glies, Bucks (08707 500 962).

A Most of the lines at Harvey Nichols's Fifth Floor are notable for their stylish packaging, and the olive oil certainly looks alegant. Look out for the Extra Virgin Greek oils - particularly lustrous. Filth Floor Foodmarket, Harvey Nichols, 109-125 Knightsbridge, SW1 (020-7235 5000).

Garcia is a Spanish delicatessen on the Purtobello Ruad. They have some very yood, branded Spanish olive oils, and it's a grand shop for obscure fishly treats in tins. R. Garcia & Sons, 246-250 Portobello Road, M1 (020-7221 6119).

If Gazzano's was once like a canteen for the nearby Guardian. Having moved down the road, it remains a well-stocked delicatessen with a selection of Italian olive oils ranging from Straightforward to exquisite extra virgin, Gazzano's Ltd, 167 Farringdon Roud, ECI (020-7817 1586). CC



FUEL STOP

LUNCHBOXES

Make the best of your break with our dining suggestions. This week Larushka Ivan-Zadeh goes for pies

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MOVERS SHAKERS

EACH WEEK, WE ASK A TOP LONDON BARMAN - OR BARGIRL - TO SHILL THE BEANS ON WHAT THEIR CUSTOMERS ARE DRINKING AND TALKING ABOUT

THIS WEEK: Paul McDonald, 24, from Sydney. Paul is barman at Albarriach 68 Trafalgar Square V/C2. Tel. 020 7930 0066. Tube: Channg Cross.

What type of worldard udata to drin! here? Business people. We're a Scottish bar so they take one happy look at the vist whisky fist and rub their hands with glee.

Just suits tiren?

Not at all. The other night I witched a gaing of City advertising execs - real cut-thi sat sharky type: - hit it off with a group of 22-year-old S with African backpackers who were scrumbling together enough each to buy a pint. What it o most people definit?

Whisky—neat or in cocktails. We've more than 150 malt whiskies and most customers want to my them.

On woman go for whistly, too? Absolutely, Our Enquorice Whistly Sour is the most popular.

What else is on ofter?

Our customers are adventurous when it comes to cocktails and I always give advice. If someone looks intimidated by the list and just orders a dry white wine, I might suggest a Lemon Fizzy (Ketel One Curoen, fresh lemon and Cointreau topped with Prosecco).

So, is this more the kind of bar you'd schmooze top-and clients rather than hang out in after work?

We're new, so I've noticed people bring in their bosses to impress. But there's an area for everyone: a hi-teeh boardroom on the upper level for business meetings, high-end dining on the mezzanine and a Lid-back bar on the



ground floor. Office girls love the pasement cocktail lounge.

Why?

It might be because we've got boths with TVs and sound systems, or because they can see up the barmen's kilts as we go do vistants. Have you known of any duals that more clinched at the bar?

Only my own. The other day a customer was in here celebrating and I convinced from to order the Dalmore 50-year-old malt at £580 a shot.

OFFICE TEST EACH ISSUE WE COMPARE THREE LUNCHTIME PRODUCTS WITH THE HELP OF A TRAM OF OFFICE EXPERTS - OUR READERS. THIS WEEK: JUICE

3/5 $^{\rm Course}$ Zinger juica with orange, apple, pineapple and carrot (Tel. 020 7499 6284). F2 50 $^{\rm tA}$ reasonable flavour but a bit too sweet and rather watery.

4/5 Marks & Spencer frashly squeezed prange juice (Tel. 020 7935 4422) £1.15 for 250mi. 'A very tasty adult juice – a good consistency and a real explosion of flavour for the tastebuds.'

2/5 Waitrose frashly squeezed orange and raspberry juice (Tel: 0800-188-684), 99p for 250ml 'Quite a good texture but it tasted too sharp and a little on the bitter side.'

This a seed's office test products were assessed by an economic development consultancy in Russell Square, it would like to be on a future panel, e-mail officetest@ukmetro.co.uk



THE INTELLIGENT GUIDE TO LONDON LIVING

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Cherry Martin

amidst all of the brown its bright citrus décor Crussh stands out with fresher just walking in. houses making you feel tones of the coffee

shopping I strolled into Crussh ing all of the dishes on their and spent the next hour tast-So after tearing myself away from early Christmas lantastic menu

on Crussh... Let me first fill you in a bit

rest of the day, to the point refreshed and inspired for the where you can't wait to fy the tastebuds but would experience which would satisating a different break time more coffee and set about cre-Chris who, whilst working in having the choice of coffee or he City grew tired of only It was first inspired by MD

serving it to ensure that it glows with freshness and the Fresh is the word All of the food that Crussh

> organic, free range and tolerance friendly. version of everything; natural ingredients are the healthy

was cold outside and I fancied looked inviting with classic. something warning. 'soups and stews' and chilled to perfection so bread and not cardboard - H hat the bread still tastes like Although the sandwiches menu

n't resist trying each of them. choices down to 4 and couldfor 5 minutes I narrowed my

The first: 'Strawherry Cool'

me through to Friday. Summer once again in a cup and and I made a mental note to bring the editorial team Being a Thursday, I opted for the Brain Storm' to get girly plnk. The fruit shocks your brain into fifth gear here to stimulate ideas each week."

Conked to perfection the bowl was filled with just the right to fill you up.
Soup aside it was time to amount of vegetables in there classic one of my favourites, the old gourmet, chilli and organic all starting from £2.30. I chose leek and potato.

you. crack on with the exciting hoards of ideas to stimulate drink. concept of finding my perfect see it being made in front of from fresh fruit and you can All of them are made There are three main

good one to fight away those cent of summertime and is winter blues. conjures up flavours reminismelting on your tongue with was sweet and rose thickly up the straw, the frozen yoghurt the fruit is a sensation that

cal smoothie which would be shopping sprec.
'The Brazilian' was refreshing in the middle of a 'Mango Madness' is a tropi-

favourite. This contains the new Acai berry and paw paw and is scrumptious with a

> in the form of a smoothie, intrigued? So was i, design a new fruit to britain and introduced it i had heard on the grape time that order has so I went slong one iunchaine to review it...

you, they hoast, in 90 sec-

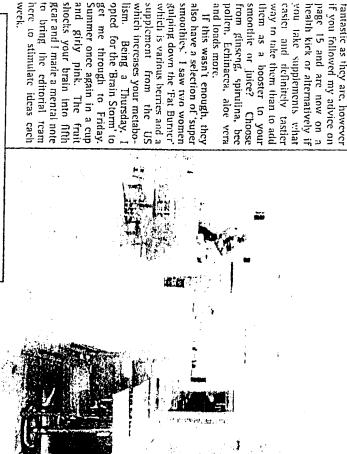
spoilt for choice. and are around the £3 mark. percent fat free) or soya milk They onze freshness and I was fruit and either yoghurt (98 Their smoothies consist of

After scouring the boards

If this wasn't enough, they also have a selection of 'super smoothies.' I saw two women shocks your brain into fifth here to stimulate ideas each to bring the editorial ream and girly pink. The fruit opted for the 'Brain Storm' to gcar and I made a mental note Summer once again in a cup get me through to Friday. which increases your metabosupplement from the US which is various berries and a gulping down the 'Fat Burner' and loads more. Being a Thursday, I

subtle spicy kick. You have to Now these smoothies are

They have a full range of gluten free, wheat free, dairy 33.1 options which and vegetarian excel their



competitors.

I was greeted with smiles and and I am happy to report that service and attention to detail many of the other busy eaterrefreshing change to the mon-otones experienced in so eye contact which was a ies here. I am a big lan of customer

tomorrow for my breakfast smoothic and porridge... see their goals and have single work. that healthy food is hard nandedly destroyed the myth Crussh have achieved all of I will be returning

where you can't wait to go ly lot castebage our wears leave your senses feeling refreshed and inspired for the

sells is made on the day of glows with freshness and the serving it to ensure that it Fresh is the word All of the food that Crussh

> amount of vegetables in there Cocked to perfection the how) points

You. drink. to fill you up.

Soup aside it was time to see it being made in front of boards of ideas to stimulate concept of finding my perfect crack on with the exciting from fresh fruit and you can All of them are made There are three main

> good one to fight away those conjures up flavours reminis-cent of summertime and is THE DAME OF A SERVICE OF THE

shopping spree. cal smoothie which would be refreshing in the middle of a . Mango Madness' is a mpi-

and is scrumptious with a new Acai berry and paw paw lavounte. 'The Brazilian' was my This contains the

week. here to stimulate ideas each shocks your brain into lilth gear and I made a mental note and girly pink. The fruit Summer once again in a cup to bring the editorial team me meganeram



competitors.

and I am happy to report that many of the other busy caterotones experienced in so service and attention to detail ies here. refreshing change to the moneye contact which was a I was greeted with smiles and I am a big fan of customer

smoothic and porridge.... see you there! work. that healthy food is hard tomorrow for my breakfast their goals and have single nandedly destroyed the myth Crussh have achieved all of I will be returning

Healthy Tequila?

will power when it comes to preparing vegerables this is intentions but not the best like me and have the best One of Crussh's employees hasn't been cooked, all of the it tastes really sweet. The best cheers! Pleasantly surprised slightly apprehensive about substitute the lime. glass, served with an apple to squeezed wheatgrass in a shot desserts looked appetising skin was glowing so if you're has one every day and her maximum benefit from it. nutrients are raw so you gain is the equivalent of 3lbs of part about it is that one shot gowning a shot that smelt like actually loz of pure, freshly vegetables. Better still as it decided to fill what space reshly cut grass but hey, 1ad left with a equila shot (£1.50). Although their display of healthy ı was This is

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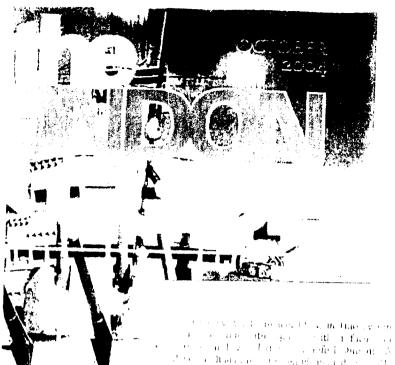
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can also mean convivial. Ettas Wegner reports

THE PARTY SOLVE STATE OF DESIGNATION OF

In our health-crinscious age, fast food has hocome a dirty obrase. It's syning-mous with all that is tasteless, noo quality and factioning bland burgers, dubions hobabs, greasy chips and watery chicken nuggets.

Super Size Me, this year's most talked-atrout film, documented the harmful effects of super-sized meals, while dehates hout child obesity have raged throughout the year. No wander that well-established chains have seen their profits plummet.

on their revaniped menus. organic milk, salads and rice cottoned on, introducing McDonald's and KFC have "healthy". Ever, chains like dressings, and fruit - and fresh vegetables, low-calorie served in a jiffiv. Order wisely good-quality ingredients. unfussy food, cooked with in places that offer fresh. has been a surprising upturn not be all bad. This year there "fast" can equinte with choose lean meats, salads However, trist food need

Here we we, take a look at six places whose ethos and diverse menus reflect this trend. All of them prove that, despite the had press, tast food is here to stay. It has simply grown up — and has become wiser, leaner and tastier.

CASSESSIFICATION CARRY
Lauriched in September, this organic burger joint, endoused by the Soil Astrociation, aims to "serve fresh food as fast as "to "serve fresh food burgers should be \$2.75" with salt-and-

repper squid and sprout shabas, all for under £10. The liabas in question are young tins, as the restaurant has a nursery room.

275 Portobello Road, London W.11, 020-7727 4163

WE'US IO

Small bundles of raw fish wrapped up in rice and washed down with green tea are a uniquely healthy lunch, from the trademark rotating conveyer beit. And, unlike other Japaneso restaurants, prices have been kept low. www.yosushi.com; branches nationwide



33.13

Pulling together Silk Route influences from Turkey to Turkmenistan, the two London branches of Shish, in Old Street (ECt) and Willesden Green iNW101, transform kehab culture into something sophisticated, nealthy and tasty. A wide range of weggle-friendly inezze starters, at roasonable purcs, is served in the large open-plan restaurants

CREEKS !!

This price chain opened its first branch in 1998 and its signature smoothics such as

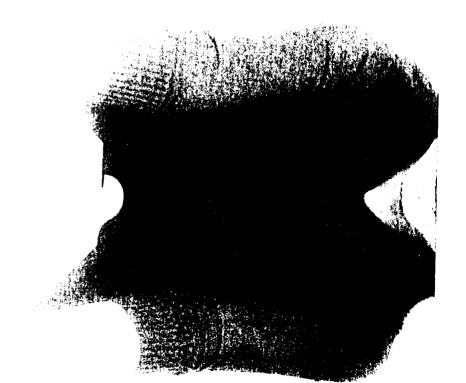
The Brainstorm — banana, appie, cranberry and a supplement made from ginko biloba and bilberry leaf powder — are a great way to top up daily doses of fruit and veg. Also on offer are gluten/wheat-free sandwiches www.crussn.com;

This sandwich bar chain boasts 38 stores, from Birmingham to Bow, selling 35 different kinds of sandwiches and selads. The spicy crayfish noodle salad is a favourite, as are soups, such as Moroccan root vegetable with charmoulla. The constantly changing menu hinges on seasonal factors, fresh produce and customer feedback. Inwww.eatcafe.co.ulc. branches nationnyide

USINECE.

Editham Street, London MC the actor Coin Firth Other supporters include Progreso is owned jointly and drinks are fair-trade. chocolates, biscuits, crisps used in the yoghurts, possible, all the ingredients more by 2006. Where week in Covent Garden, soon opened its first outlet this WWW.progreso.org.uk: by Oxfam and coffee glowers Portobello Road, and 25 to be joined by another on This chain of fair-trade calcs Thomas Meal Centre, from the developing world.

SELAL SUMHADIMALA



wave: a dish of goodness from Leon: Yacing page. It sleek interior. Inset, fishy bundles from

"of Sushi

2004/2005

london edition



Favoured by survey tores and celebs: those we are a common celebs: breakfast, great testing a parand afternoon per language

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ARE you looking to impress your loved one this Valentine's?

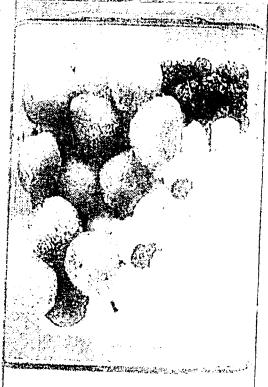
Valentine's Day is fast approaching and to help the lover in you get "bedroom fit" in the healthiest way possible check out Crussh, London's leading juice bar

And as a Valentine's Day treat Crusch is offering all Wharf readers spending 25 at Crusch Jubilee Place the chance to pick up a "Love Juice" for free. Simply take along a copy of this paper on Monday (February 14).

The fresh pink "Love Juice" is packed with freshly pressed peaches, oranges, bananas and strawberries — nature's aphrodisiacs. Peaches help cleanse the kidneys and rejunvenate the skin while strawberries fight bacteria and viruses. It's guaranteed to leave you feeling fruity!

And Crussh's large selection of juices and smoothies are brimming with nutrients and vitamins to boost your body. So, start your Valentine's by sampling the flirtatious "Love Juice".

For menu details visit www.crussh.com.



Big Crussh: Fresh 'n' tasty

winter is approaching last. need for scarves on the vay to work in the morning, back and the increasing realisation has set in that

your body uses up more For the month of November energy during the winter you can get any medium soup It's common knowledge that vitality through the cold days.

keep you warm.

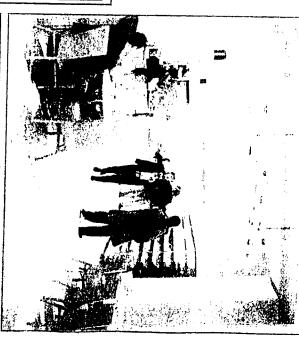
For the month of November rotated daily. to help keep you full of life and Winter Fuel lunch promotion readers of The Illianf a special Therefore, Crussh is offering

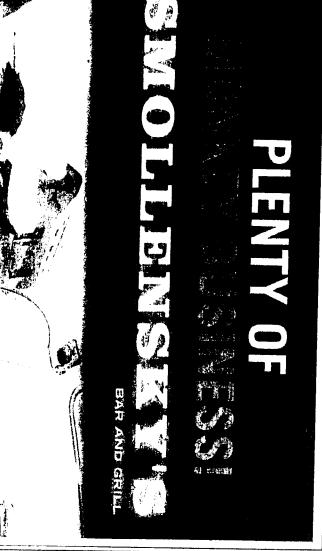
WITH the clocks going working to produce heat to plus any sandwich for only £5 organic or gourmet for the

from the finest ingredients. Jubilee Place Mall branch of more than 30 recipes made below and present it at the range on offer this winter, with London's most extensive soup Crussh have developed

at Crussh in Jubilee Place Mall. healthiest, tastiest lunch around.

Choose from classic, end of November. simply cut out the coupon great November meal deal Crussh any time before the So if you want to claim your





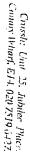


during the month of November. bearer to any medium soup plus THIS coupon entitles the at Jubilee Place Mak's Crussh any sandwich for only £5 Simply take this token to the

November. Daes not include chicken chilli. fantastic discount. Offer expires and of

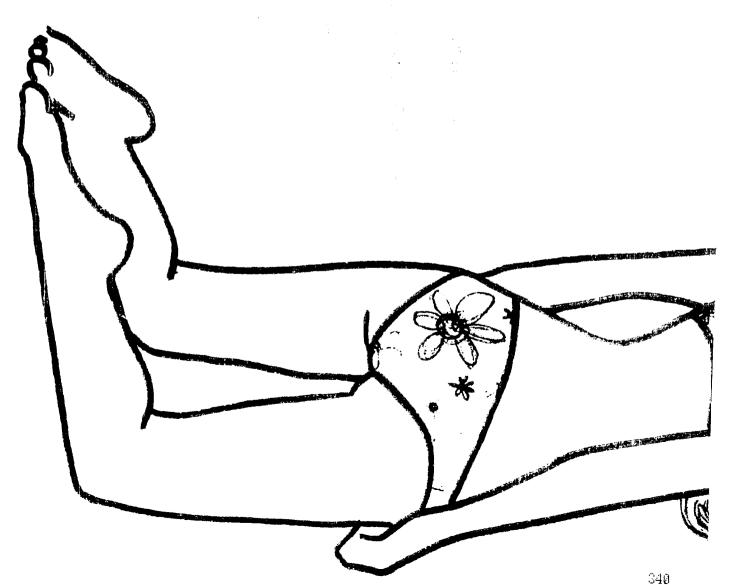
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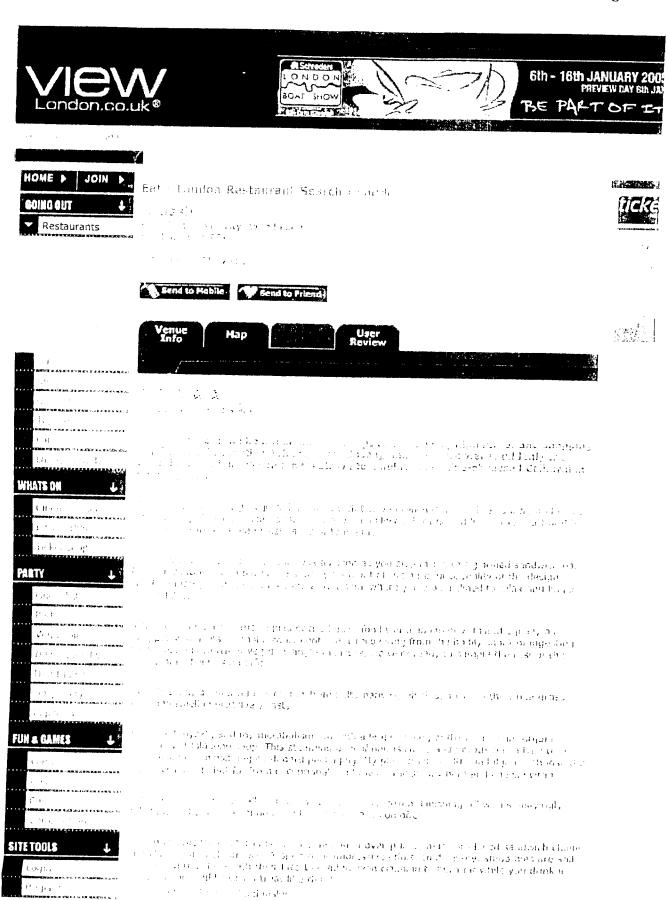
branch of Crussh in Jubilee



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Only £1.60

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All juiced

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Roger Foss discovers seven good reasons to hand out in Seven Dials

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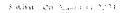
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Over at Zuma, 5 Raphael Street, SW7 (020-7584 1010), renowned mixologist Tony Conigliaro has joined Rainer Bucker's place and is also at Roka in Charlotte Street, W1, as Bar Operations Manager. Tony has come from Shumi, Hakkasan, Isola, the Atlantic, Lonsdale House and Detroit and his new summer cocktail list should be one worth suppling. At Zuma (pictured) Tony uses Japanese. Ingredients such as Calpico, a Japanese yakult, and you'll find it in his Stirroi. Bellicu, a mix of Prosecco and calpico-peach mix. Try also his Cherry & Cherry. Blossom Bellini with charry and charry blossom plus Prosecco. And doesn't the Zuma Cosmopolitan of Mandarin liqueur with lemon veckal mandaret juice. cranberry juice, femon and bitters sound refreshing enough to fast all summer?



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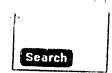
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Thursday March 31

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Spring Clean Your Body With Crussh!

Spring has almost sprung and those clever people at CRUSSH, London's leading juice bar, have developed a fresh new menu full of "feel good food" to make you feel lighter, fresher and healthier this Spring. Available in store from 29th March, the new menu features a variety of clean, tasty, wholesome food and drink to help you feel good about yourself and help give your body a good spring clean. So come on, visit CRUSSH and put a spring in your step!

Why not kick-start your morning with a bright 'Spring Zinger' juice with pink grapefruit, apple, pineapple and carrot? The new menu also sees the return of their popular 'Green Goddess' detox juice with kiwi, apple, pear, lime, celery, cucumber and spinach; the ultimate one-stop spring clean for your body. If you are looking for something more substantial than a juice then try the thick and fruity, super-smooth 'Berry Breakfast Smoothie' with Crussh natural muesli, banana, skimmed milk and strawberries.

Freshly baked bagels filled with smoked salmon, cracked black pepper, low fat cream cheese and a twist of lemon offer an alternative breakfast option. Or, you could choose the Egg Florentine bagel - Crussh's twist on the breakfast original, with low fat mayonnaise, free-range eggs and baby spinach. Fruit salad pots, with fresh seasonal fruits, as well as muesli, low fat yoghurt and berry pots are the perfect way to start the day.

CRUSSH have an exciting new concept for this season that they call 'Health Pots'. These little pots are packed full of nutritional goodies and you can pick up pots that include their new 'Barley Babe', with organic barley, spring onion and Thai chilli sauce or the 'Puy lentils and Feta' pot with fresh parsley and mint - perfect for those with wheat intolerance or on a low carb diet.

For lunchtime, CRUSSH has the biggest range of soups available anywhere in the capital and latest additions include spicy Chorizo and potato, warming new season's Moroccan lamb with couscous and Gallic chicken Provencal with spring vegetables. There is also a great selection of sandwiches including Salmon Gravlax and a new vegetarian and dairy free addition to their sandwich range the 'Sunny Veggie Club' with crunchy bean sprouts, olive tapenade, sun-dried tomatoes, avocado guacomole, and fresh grated carrot.

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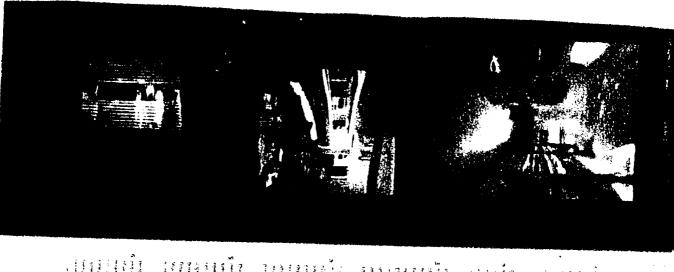
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Anthony Edwards Publicity

CRUSH JUICE BARS

DAILY TELEGRAPH City Diary

August 21st 1998

The Ently Telegraph

Bit of a crush on cabbages

ATH City gets its first price but this October. The natitationis a uned Crussh. Boron's crabill is the work of James Deen, a former James Cupel corporate finance is and James. Learnend, from estate agents Hiller Parker.

The building is Grade II and the pair have spent the

past few weeks lighting the City planners and English Heritage. They wanted a psychodelic window display of transparent pipes and gases but addly enough English Heritage disagreed. The gastronomic display must go incide along with screens showing. Crussh

There are lots of places for caffeine saddicts," sniffs Deen "Wowll stock 52 fruit and vecetable juices as well as fined." My favourite is the City Sheker Citor people exposed to pollution and high levels of stress?" which could imaging it.

carrot apple, broccoli, cabbrige sova sprouts and pineapple. Heel slightly nauseous already

Formation

luice bars

much more quickly in juice form. Careful, Energy Glueten upstant and that is an assume body, and your system can absorb nutrients ביים של מים ביים של אים ש though: increase your juice intake slowly, espendently, begen and additional and contains about the Britain. Almost every fruit and vegetable has lick of beauties, paying princed a dibeauting the a beneficial effect on a particular part of the $- ext{identification}$ such the $ext{identification}$ Juice is the latest health-food craze to hit cold undiscipling the managed and received. cially with green vegetables. SIMON BROOKE

and service and the testing of the tree and

48 Cornhill, EC3 (0171-625 2175)

and ginger Tree ets o'gains muees to'r brent fast and a contains subjectivition (elem, angles and mared rem a poweriul combination of coconut, apple: ביחמהססיב founded by two former merchant bankers, Countries otexides juites and trialitive juinshes to washed out. intervable the Project Prediction should keep you going with range of nealth, salacs, todd boxes and ter tillu wrdbs Sandwiches are exotic and gold outh littled Many City types The Publies, a soothing with 11 governors products are gluser hee

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interiors/property/design June 17 1999

Do you want to meet me at ...

Perages Behind a traditional

comic-book style — the aim What's it like? Futuristic, 60sbors with sandal-clad hippies. seems to be to drag us away slightly shabby teel of a chain. scatting is offered at the window opace is limited, especially from the association of pince from architecture to graphics. created did the whole thing, Frans Architecture and Design (it purple) facade in the Gig. and the food? Freshly Five more branches are planued. place is already developing the advorusing, Crussh IV. The in front of the in-house bar or on amorphous benches during the lunchtime crustalli; Designed by? Richard Flywol

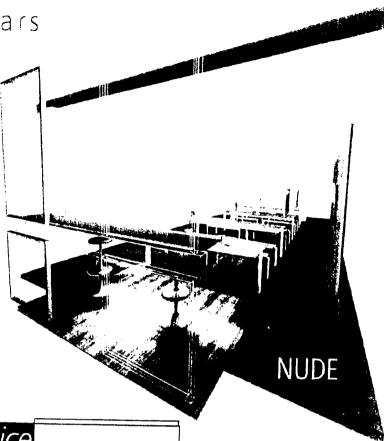
wraps and salads. Apparently we're all soon going to be replacing express with shots of wheatgrass. But not yet; while some puoters valiantly attempted broccoit and beansprout nuces, most stuck with coffee (reluctantly on offer to compete with neighbouring starbness).

The critics said: "Crooxy multicoloured sofas and memos remainscent of nightchib flyers", (Simon Brooke, The Times). "An evaluerance which borolors on obgoing... perfectly a cloone in the stuffy context of the Gipe", (Isabel Allen, The Architects) Journaly. Crossly, 48 Cornbill, ECI, 0171-676 2175, Joues from £2, Nanetrolog, £3.

queezed mices, sushi, tota







The coffee boom can't last for ever, but what will take its place?

juice

Crussh 48 Cornhill EC3V

Fluid 208 Fulham Road SW10

Fresh & Smooth Canary Wharf

Joose Moose James Street

Juice 7 Earlham Street

LAB 12 Old Compton Stroot

Neal's Yard Beach Café 13 Neal's Yard





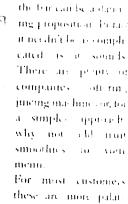


It is a hule-known Inches with everyone over the age of 33 has to see a page

This law also states that the affect much formation of the unused, although it it's a Phillips Star k promptile lemon squeezer you're allowed to display it in vivia

You can't escape the current vogue for all things are a that is everywher and one again we trobeing mg. Orean ora in gadgets and drink our way to health. The track seems in the world can be bothered with all that shape in a past ing, squeezing and cleaning? Hence the peace has Joy bars have been around for a while, but they have courbenjoying renewed popularity fakewise, any societies worth its augostura buters now has a few from all veofferings on the menu alonside us martinis

Increasingly it looks as if those bars without some and sion to the juicing trend will lose out to the completions Just as you can't be bothered to do it at home, peterness



For most customers these are more palar able than extraced

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10. In order to a serving translends on all at a fones Bond's sexy squeezes. Lass, Criting Kissy Suzuka and Honey Roder, Designer Paul Daly scales working offer conserve affled. Nucleonlich opension to 100d a and will offer page and in 2000, 3 of transcontinuous

LARCE only one of a binneh of new conis ters and more established operators. the crists distrospected in the piecebar business in Boiton was Mark Chaplin or Irace Minea, which he standed up that years ageratter specializational time to New York. I'm to be was superced by the choice on other wheat is type of food you were into and whatever his sayle, there was something the entiron. Mark was also going through a or as a literacle oblinge - maning vegetari at 2 mg on doubt and avoiding pank too ! After mand defile dues finding a site. Many open I the first feroe Moose in the Persa diagrams conser. The site had the have fit of being next to a large health club, and controlly Ions. Moose moved inside the club, self. They more has a two mines much duly and in September 9, they open, dun allogamit in the middle or Soho. Have in accordingtons that have made the time right for power burs As Mark promis out, the house chain explosion has providthe viscous encountry to ming sales as a hospital in terms from There is a many parallel from an the operation. Food war above the canadary to ness or a 2-2 was car and that I domaind for a healthier the many. Much is said about our lang for the past dalling generation, and the desouth to a meteric dising properties or tresh times and suggestable has of dreads, make here is appealing for both three who here go, map largin a and those who want to go in small it weekends but still be able to 2 t through roll day's work

The special receased governments though, and both loose Morose and Fluid have regular sld., a trainers who are interested in a sld and who find it has traget the product a navelence. Fluid report that their Whengers have to Loz shot of an impalation for a correspondity-looded grass extractionalling (1), wild fire

Hand, own of by Tim Scott, is turning into something of a media durling, having featured in the Stelle section of the Sunday Junes and Jeney lined up for the launch purise of the film 'Norting Hill' (which is notically where then in a condict will open). The had it is that In the concept a year ago, having peat may in the States. He know that things would have to be tailored to the English market. "The product is

extrem lestrong, but the English has very senative to their environment. It had to be something feshionable, but that would transcead fashion and not be too sensy. Archaece Micha Sietan has certainly exacted a fishionable space. Willipiper are feeturing a soon - but the aims are far lottice than that. Tim wants to change the way people cat and denk, and how them out of the pulse and base. To threend Fluid will be open until 14.30 faring the summer.

The market is decided, those who want to take on the coffee bar mide those looking to be more in the Port a Manger beignes and those, like Fluid, who harbour ambitions of getting people our of the puls and bars Fresh of Smooth, owned by Time Levins, have a site in Canary Wharf, and are aiming at the hinchim, take away trade. Oher Nick Nath in throne the Connaught) whips up incredible fresh soups and there are authentic Californian style wraps on other as well. Fresh in Smooth's prices are extra ordinarily compening in a sector or the market that is contoning on to the potential tor charging premium prices. For example soup and broad and were not talking inv ordinary soup) comes in acarmere £2.29 The snaph and I right interior, Jesigned by Pocknetl Simbos, a old very easily be right cat, I in the small age

If you're strong along uneing you need to have some necessarial knowledge Janesmust be proposed tresh to they are to provide their full nutricing potential. After twenty numbers the cazymes and other important numerics start to break down Crussh don't actually prepare their raises fresh, although they stell re to given. They plan to open a further four site by June to add to their existing one in the City Cruish employ a full time nutritionist, Roderick Lane who once worked for Princess Dr. All the food is prepared in the Crus h latchens. including the bread, and organic produce is used wherever possible. The interior is funky and carve owner Lanes Dean felithat everything he is so a before was rather dull, so he employed architect Richard Hywel-Evans to create something most eve-catching

And if you're going to clock our pince bars. I have a tip for you. Take it cass. Freshly extracted pinces are loaded with nutrients and they can be a hit of a shock to your system at first. Even Mark from Joose Moose, who's been in the business for five veri is bas this wirning: "Cabbage is a super-food. It is really intense. It still sends me misty eyed for about 20 minutes." Be careful out there.

juice

Nude soon to open, Dublin

Planet Organic 42 Westbourne Grove 172

Ranoush Juice Bar 43 Edgware Road

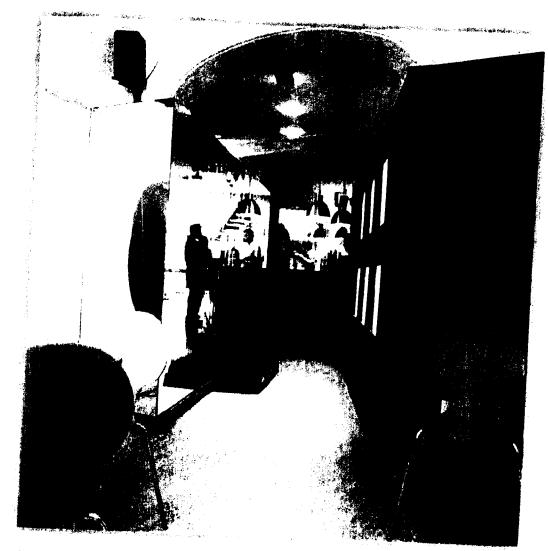
Retro Juice Bar 183 Portbello Road W11

South Beach Café

3-4 Baker Street

Squeeze 27 High Street Kensington 173





Squeeza one of London's new joice bars

The latest eating and drinking craze to hit the UK from North America appears to be the juice bar (Leisure Management February 1999).

While the concept is still to take off, there has been much interest in the handful of operations in the City of London and both Crussh and Joose talk of signing dears with major health club chains (HCM January 1999, p9)

Also on the healthy eating vein is the launch of the Luscious low fat cafe (Leisure Management March 1999) by Australian Alison Rose and her husband Tony Guy. They hope to roll out this café concept into health clubs, among other locations.

Details Crussh +44 (0)171 626 2175 Joose +44 (0)171 487 2882 Luscious +44 (0)171 723 6464 MISILISI DEMENTE

FOR THE LEISURE PROFESSIONAL

Inside

CASINO RESEARCH

LEEDS SPORTING'S
JEREMY FENN

JUICE BARS

THE FUTURE OF BUDGET HOTELS

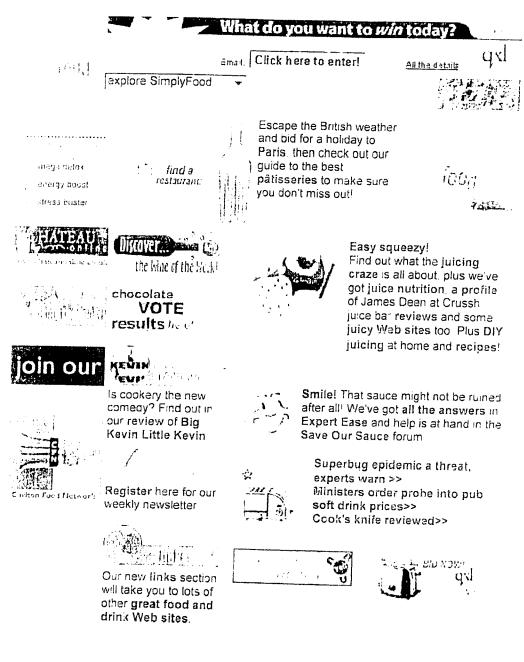
WOMEN'S FOOTBALL

Hhcial Media Sponso: ite Managemei magazine

TOTAL TOTAL AWARDS

KEVIN FINCH

creating the high rees Museum in San José



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Britain is flooded with juice! Dedicated juice bars are cropping up on every corner, juice is on the menu at most cafés and restaurants, there are juice gurus, juice books, juice remedies... Sarah Crocker reports on the big squeeze



It has been described as 'the ultimate fast food', 'instant gratification' and 'the ideal way to enhance well-being'. Given all the hype it would be easy to get carried away and think juice is a miracle efixir. Strip away the 'juicespeak' though, and at it's most basic level 'juicing' is the preparation of juice from raw fruits and vegetables

There is no substitute for a good, balanced diet. But as part of a daily diet. fresh juices can provide essential vitamins and minerals to help you stay healthy. Click here for more on juice nutrition.

Definitions differ greatly, but according to the majority of people we spoke to in the business, a juice contains just that - the juice or the juice and pulp of the fruit, whereas a smoothle usually has other ingredients added to make it thicker and creamier such as frozen yogurt, milk, honey, wheatgerm or







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National Mouse of Chinese

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How far do you push the health claims of juicing?

Well, I'm homeopathic, and my family have always been into vegetarianism and organics, we grow a lot of our own produce. But then I do go out and get drunk and have a good time and that sort of thing, so I think it's important not to shove the message down people's throats, but on the other hand I think that we are able to substantiate our claims and a lot of people aren't. We also have a dedicated nutritionist working with us — Roderick Lane (He was the nutritionist to Diana, Princess of Wates).

How do you decide what juices to serve?



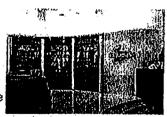
I think we've got about 60 or 70 menus from juice bars around the world and we just look at what we think will go down best. If you go into any juice bar there are three staple juices which is carrot, apple and orange and generally they form the base to most drinks, but you're actually quite limited in what you can sell to people because there are some things that people find hard to stomach (lettuce juice for example!) We do use raspberries, banana, strawberries and then a lot of celery and

ginger and things like that. Rod oversees the nutritional range and the rest of us are probably better at the nicer tasting range!

And the food?

We change our menu every four months, and it's generally what we think people want. We opened here yesterday and the top-selling salad was our gluten-free pasta salad which is actually vegetable pasta. Apparently, almost 30 per cent of people are in some way allergic to gluten or wheat, so if you take ten people in the shop and three of them are allergic to wheat they're sure to try something a bit different. And if you look at someone like Marks & Spencer – they're '95% Fat Free' range is an incredible seller. So people are looking for ways to eat better, eat healthier, eat less. Our sandwiches are not run of the mill produce, they're all organic bread sandwiches, all the wraps have got interesting ingredients like tofu, blackeyed bean salad and I think they're just things that people are waiting for – a bit of new age food.

Can you see Juice bars taking off with the pub crowd? (Crussh is due to open in Chelsea's Kings Road shortly). I think for 17-year olds who can't go to a pub, apart from somewhere like McDonalds or Pizza Express, I don't know where they've got to go and hang out. Well, with us, they've got somewhere they can go to in the evening and have a nice juice, brownie or something for only £3.50 or £4 and just hang out, and I think that will go down really well. I also think there are a lot of people who don't drink (alcohol) now or who aren't drinking as much as they used to so are looking for alternatives.



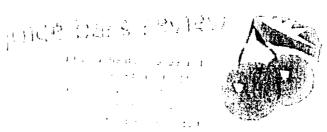
Has Crussh been hard work?

I had about three hours sleep last night and the night before. All day I drink water and juice I'm one of those people that needs 12 hours sleep but if I can get by on three hours then it says a lot about the product! It is good fun, I've always been someone who liked dealing with the punters rather than just sitting at a desk. I just like bullding up a relationship with people. So many people come up to me and say 'oh I think it would be great if you do that', or 'the way you do that's terrible' it's actually very nice to be in a position where you've got a business that from one day to the next you can change the way that something goes. It is hard work - I think farming and food are businesses that anyone who wants to take a few minutes off during the day shouldn't even consider because it's relentless - there's always something going on.

How many more Crussh bars are planned?

There are three at the moment, in London's Cornhill, and Curzon Street, and one more which





Clis'; on the juice bar names for more details!

The majority of bars are in London at the moment, if you know of any further afield please email us and we'll add it to our list!

Crussh

London EC3 and London W1

Farmacia

London WC2

Fluid

London W11 and London SW10

Frashin Ansoih

London Canary Wharf

Juice : Smoothle bar @ The Breenery

London EC I

The julie Sur at 26 James Siveet

Landon W1

Rairpush Jules

London W2

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London SW3

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Marso aut gious

Edinburgh and Glasgow and Crowne Plaza Hotel, Heathrow

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- * www.crussh.com
 - Site for the Crussh chain of juice bars in London, under construction at the moment but expect big things soon.
- www.juiceguys.com Interesting to see how the Americans do it, and there's a good section on general juice information.
- www.juiceconsult.com
 Based in the United States but some helpful hints if you're interested in opening
 your own juice bar.
- www.p-j.co.uk
 Web site for Pete and Johnny's smoothles sold in most major supermarkets and shops now. Colourful site with info, competitions etc. and a bit 'out there'!
- ** Www.juicing.com
 Lots of nutritional information with two sections dedicated to juicing and all that goes with it from the best juicers to buy on the market and what to look out for, to the best ingredients and what is good to eat.
- www.organicsdirect.co.uk This site has a special juice section where you can buy online a selection of organic juices or the actual organic ingredients themselves in order to make your own.
- ** www.farmacia.co.uk
 You can order online from the Web site of London's 'urban healing' juice bar.
- http://www.juicegallery.com/
 And yet another American 'everything you need to know to set up a juice bar...'
 kind of site!
- http://www.northstarinc.com/juice/
 This site claims to have deals on everything you need to juice for 'pleasure or profit'. Could provide some ideas if you're interested in getting into juicing.
- http://www.juiceamerica.com/recipes.html A site run by a woman called Joanne who was given 90 days to live then changed her lifestyle by getting into juicing. Today, she is healthy and happy and 'ed-juice-cating' America.
- * http://www.thejuicereview.com/
 An online magazine for the juicing industry.
- http://www.gerson.com
 A site dedicated to the research and work of Dr Max Gerson, whose Gerson
 Therapy based partly on a diet of fruit and vegetable juices, is still used in clinics throughout the world today.
- http://www.living-foods.com/
 The largest community on the Internet dedicated to 'educating the world about the power of living and raw foods'. Lots of articles including ones about juicing, plus links to other useful sites.

squeeze on each other Juice bar put the rivals

by CATHERINE ELSWORTH

coffee chains Pret A Manger cess stories of sandwich and Company. ind the Seattle Coffee he multi-million-pound sucan explosion in High Street BRITAIN is on the cusp of uice hars, tipped to rival

supremacy. her of new chains hattle for next year and, possibly, hunireds nationwide as a numin London alone during the mated 50 to 60 new outlets America, will see an esti-The trend, imported from

£2 a cup. The drinks sell from around for its detoxifying effects. wheatgrass, which is prized blended, freshly squeezed ianana, broccoli, ginger and nices, including orange, The bars offer a range of

are seen as health food's 'coming of age" and graduataxing, modern life, the bars ion into sassy fast food. Heralded as a panacea to

The capital already has a handful of juice bars, includ-

mecca Planet Organic, Com-

strives for the best blends, and gimmicks. likely to be fierce as each petition between rivals is

decor, the outlet will appeal noon. Using nightclub-like to busy City types with fruit "live" on Cornhill from bar, Crussh, which goes of Lundon gets its first juice On Wednesday, the City

The bar will sell coffee

manager Marc Warde plan supermarkets and health next three years, some in to set up 40 outlets, over the and a menu of health foods. and vegetable packed juices ture, former corporate financier James Deen, James Learmond and operations The trio behind the ven-

week ago - and one in

Paris. Its top-selling drink Joose International plans

- one of which opened a three outlets, two in London branches". It already has egg-free products. awareness with gluten- and eties and boasts allergy but push decaffeinated varito open a "cluster of

> A partner, Mark Chaplin, 26, suid: "About four years soya milkshake called Blue apple and orange - and a

surable experience." a lentil salad - not a pleaand waiting half an hour for and discovered that there was all beads and sandals was nothing I could eat. It ago I hecame a health freak Health freak: Mark Chaplin says his new Juice bar's top seller is Eureka, made from ginger, corrot, apple and orange

NEW IDEAS AND CONSERV



JONATHAN DWEK, 30

lonathan, abore set up the award-winning Fondon inpermarket Planet. Organic in 1995. A portion of profits are donated to covin omental concerns, and howev-strendly store in Northly Hill provides a liteline for the covinonmentally aware thade lagger and I ubit a vice that a lagger and I ubit a vice that the pent his fact year after time or vice as both in but lett to avoid a quiet life of desperation.

quet life of desperation. JULIAN METCALFE, 36 Julian Selvae, founded Pret a Manger in 1980 revolutionising the sandwich to dastry. The red frontage of this store has already appeared on most high streets around the country. The company has a formore in excess of £30 million and employees of the chemical-free fast-food business are given Julian's home phone number. Pointedly, Julian



MARK HILEY, 30

Mark is the brains behind TV-production company Farth 2000, which is set to ratse over £30 million for world conservation. With celebrity supporters ranging from Sir Edward Heath to Peter Gabriel and the Duke of Westminster. Mark's inspiration and vision drive the company O- and A-levels and other qualifications have evided him entirely.

EDWARD DOUGLAS MILLER, 32

lidward, below, turns disposable plastic caps into pens and pencils. Both the body and lead for a pencil can be produced from a single cup. Now twinned with recycling firm



Sares is Cup, the company's pencils have been made a Millennium Product and

Invention of the Year Confounding the (idicule that Edward's plans initially met, the firm is now producing 25,000 pencils a day JAMES DEEN, 32

At the beginning of last year, James started Crussh. an organic-fast-food outlet which goes. one step further than its competitors luices are pressed in front or the austomer and bread is baked in-house. Currently serving 500 customers a day, the company is well on target to receive 2,500 daily by the spring. It is only now that the black cloud which settled on James in 1984, when he went out in the first round at Henley, has lifted



ALLY AND SCOTT

SVENSON, 31 and 32 In 1995. Ally and her husband Scott, above, both from Seattle, set up the Seattle Coffee Company in Covent Garden. Now with 65 shops, and outlets in South Africa and the Far East, the firm was bought in May 1998 by Starbucks in a deal worth £50 million. Scott washed dishes to put himself through coffee, and it has finally paid off.

HARRY CRAGOE, 33 Harry drank smoothies on a beach in Malion. In 1994, his own product PJ's, went on sale, and to flow stocked to more than 1,000 outlets worldwide.

SAHAR HASHEMI, 30

In 1994, Sahar, below, a former City lawyer, and her brother Bobby, 35, a former banker, decided Londoners needed a new coffee experience. A year later, the first Coffee Republic store hit London, opening in South Molton Street. By the end of 1998, there were 31 stores The company floated on the Alternative Investment Warket in 1997 and raised £8 5 million for expansion 'In New York, I always started my mornings in espresso bars with a skinny latte and a fat-free muffin,' Sahar explains. 'When I came to London, I could not believe the lacklustre sandwich bars and cafés I'm not naturally successful – I needed 45 lessons to pass my driving test And when my brother Bobby was 17, our parents gave him £10,000. He said he would triple it over the summer, but within a couple of weeks he'd lost the lot.'



W - man



CENSON BAR

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rs put squeeze on coffee



it the race is on to expand nationally as quickly as possible

discovers how an stry is stirring a lents for success

lar," Mr Chaplin said, "Whether we can educate people about why they should drink juice will be the key to whether we succeed or fail."

This is part of the problem. Although the British public understands the necessity for healthy living, a late night and a hangover usually require copious amounts of coffee the following day, not a shot of something that although it has the nutritional value of 2lb of garden vegetables, tastes like liquidised lawnmower cuttings.

im Levene, managing director of Fresh in Smooth at Canary Wharf, believes that health is, in fact, the last selling point for juice hars in the UK. "We operate on a health-by-stealth concept. People regard healthy food as tasting regard healthy food as tasting rewhat we self tastes delicious, and just happens to be good for you."

The biggest problem that faces this unripened industry, is its sheer expense. A smoothie, or freshly squeezed juice, costs anything from E1.95 for a tiny glass to £3.49 for a decent gulp. And whilst profit margins for a simple coffee tend to tremble at the 85 per cent mark, the cost of fruit and

blending mean a similarly priced juice will offer only 50 per cent profit margins for the juicer, making the juice bar business even more reliant on its edible output. Add to this the effects of the British cold spell, which, unlike the US, lasts for ten months of our year, and convincing the public will take a lot of hard work.

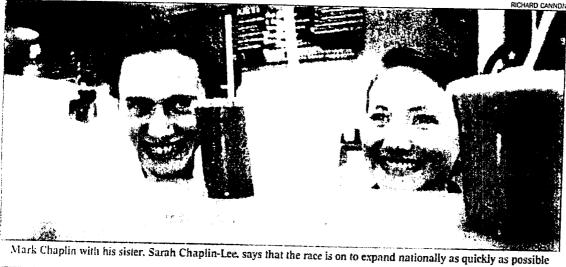
This is a challenge all of the juice bar owners have accepted. All are young, male, middle-class entrepreneurs who each claim to have gained the definitive "juicing knowledge" after intensive employment in the juice outlets of the US. James Deen, the owner of Crussh, in the City, says he will open two more sites in the capital by June. He is sceptical about his competitors' fruit and veg know-how. "People get into this industry with an idea that they can create their dream without looking at numbers. It's not hard to come up with a juice business, but it is very hard to make it profitable." With profit margins of 70 per cent since they opened in October, Mr Deen has no qualms about selling coffee, sushi and muffins to buoy up the dicey juice-side of the business.

"Juice isn't about putting nice-tasting stuff in a cup." he says, somewhat surprisingly. "It's about stimulating customers and convincing them it's more than just a drink." And this, for a drinks industry, will be their toughest problem.



Fresh 'n Smooth, at Canary Wharf in London, operates using a health-by-stealth concept

Juice bars put squeeze



itst it was healthelubs. Victoria Fletcher discovers how an then it was coffee housis and now it's juice unripened industry is stirring a burs Just as Britain blend of ingredients for success juice bars in Britain is balanc-

thinks it has grasped the laiest frend from across the Atlantic and is confident that bagel and conce really is a better breakfast than toast and marmalade, another, more complicatid concept bursts on to the

This year the juice har, once my the earthy retreat for sandalled eco-types, is to go mainarean, with a tripling in the number at specialised outlets planned within the next few months. With a menu that makes a decaf, non-dairy, fatfree feed latte look basic, juice bars hope that the growing desire to be healthy will override the lear of the unknown vegetahle and make treshly blended juice the nation's favourite car-L' morning pick-me-up.

For the past two years, juice bars have been tentatively trying to break into the UK markeiplace. After thriving in the US throughout the Nineties, it seemed the obvious copycat success story since both healthclubs and coffee shops did as well over here as they had done over there. Surprisingly, the market in Britain has been lar less receptive. Within a few months of opening in 1998, a couple of Lundon's first juice bars went under Then late last year, one named Juice managed to get the mix of ingredients just right.

Unlike many of their US counterparts which offer only drinks, the key to successful

ing the offer of freshly blended fruits with a spread of meals and snacks. The British idea of healthy living seems to also require sandwiches, soup, coffee and, of course, a totally natural, icing-smothered squidgy

In just the past six months, a further three juice bars have opened in London, each with their own recipes not just for fruit and vegetable blends but for ambitious expansion that could see the industry multiplying to collee-bar proportions in less than two years.

And if the juicers are to be believed, juice is the new coffee. Just as the big coffee companies battled it out for market domination, ending in Starbucks's triumphant takenver of Seattle Coffee Co. the same is about to happen between these fresh-fruit blenders. Mark Chaplin, the 26 year-old founder of juicemoose, says the race is on to expand as quickly as possible and so become a national and immediately rccognisable name in the juice bar market. Although at present he has only three juice bars, Mr Chaplin hopes to expand to 47 by 2001 with an operating profit of El.5 million.

"I suppose we just don't know if it is going to be popu-

lar." Mr Chaplin said. "Whether we can educate people about why they should drink juice will be the key to whether we succeed or fail.

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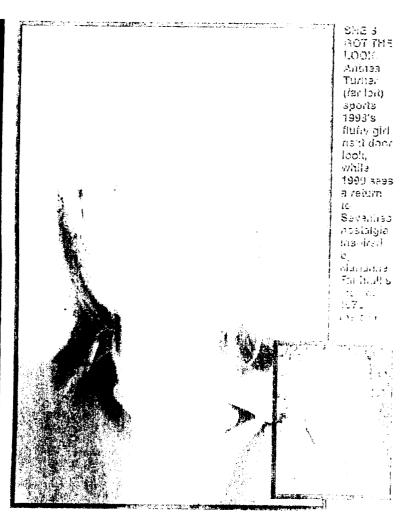
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Fresh 'n Smooth, at







THIS YEAR'S HEAD GIRL: clothes: Cutherins Burdle; Malte-up: throda Coleman Hair: The Gallery.
Colour: Jo Amold.

Photograph, Ravin Maltin.

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You could dso be weening pointed lounce sliopers as we head into an error unfinished, raw space: that need amending comfortable to wear on your feet. You will not be liauring to the Spice Girls, the cool hunters say, but you could be tuning into the Honeyz who are serious contenders for the Best New Band at the Brit Awards.

The good news is that the three-course meal in a posh rest meant is our According to Marks and Spencer's Sue Sadler, it's time to return to bi Aco-

style Frederication (1.1. 1976) So to out your Le Criation (1.5. and copyrigation) out

Australian, Moreovan Real Malaysion and Indonesian food, have been forced out to make coom for big pots of French country as is haricots beans and darkened sausages (cassould)

Nouvelle cursine is definitely on the via out as the can respect to extend of British cool in got special.

BITTER! BY THE BUC Volkswagen Beetle :

ailinteriors



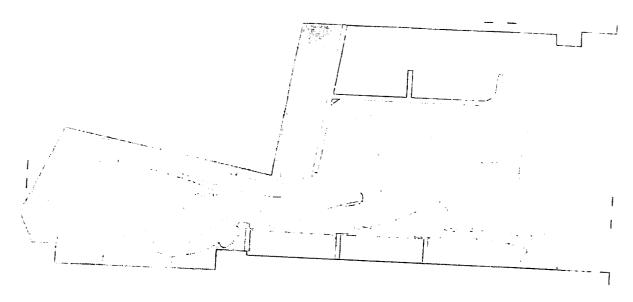
Juicy, fruity and fresh

By Isabel Allen Promote by Caria Gassanga-vview

If year-out students aren't flocking to work for Richard Hywel Evans they should think again. This is one of the few offices in town where drawing the reflected ceiling plan is a plum job. Evans views ceilings as blank canvasses on which he can exercise his fondness for weird and wonderful shapes. At Crussh, a new arrival on the increasingly competitive juice-har scene, the ceiling-raft

is a long splodge of hand-curved styrofoam which conceals lighting and projection sys tems, but, more importantly, relates to the amorphous shapes of fittings and furniture in the rest of the shop. These, in turn, relate to the signage, the corporate logo, and graphics used for the in-house television channel, Crussh 1V.

This uniformity is due, in part, to the



reflected ceiling plan



A splash of colour behind a listed facade

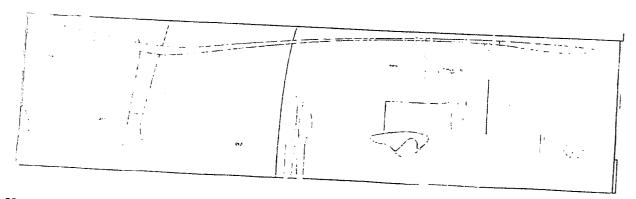
fact that as lead consultant, Richard Hywel Evans Architecture & Design chose and coordinated all members of the design team, making it possible for graphics and interiors to be part of a single coherent design which the retailer could 'roll out' as and when properties were acquired

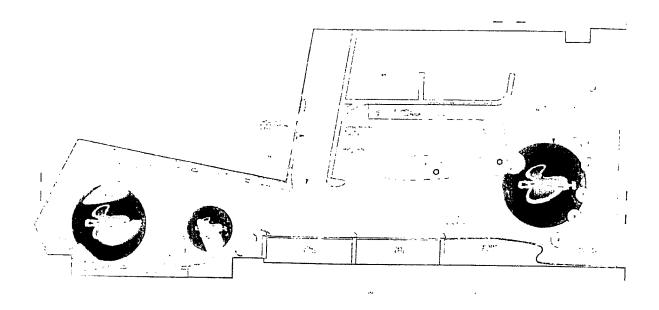
Evans and the client were in agreement that the corporate identity should move as far away as possible from the association of inice bars with woolly jumpers and organic stuff, and established a wocabulary combination of zinging colours and organic curves. The combinations seems appropriately fizzy for a juice bar, but is also characteristic of the architect, with clear similarities to work curried out by Richard Hywel Evans for Sweatshop (AJ 20,2.98 and 25,6.98).

Hating established a blueprint, the hunt was on for a shop. Cornhill Street in the City of London was chosen, partly because it is a busy pedestrian route, but also because of the appeal of posing a challenge 15 Scattle, Coast, and Coffee Republic which all have outlets within 75m on the same street. Confronted with the Grade II-listed 38m' shop, RHE's original plans became a little more subdued. Proposals for a brightly back-lit facade with bubbling juice in the air gap of the double-glazing were swiftly (and predictably) vetoed by the



Space to lounge, juice-imbibe, and watch Crussh TV





ground floor plan



A ceiling-raft to remember

planners, and the team had to content itself with painting the shopfront purple, writing CRUSSII in gold-leaf lettering, and designing psychedelic graphics for the modesty panel in the window onto the street Customers help themselves to snacks displayed behind coloured perspex, and order juice from the multi-coloured counter. Those in a hurry can sit on tractor seats at a street at a counter of polished American walnut which overlooks the street, while at the back of the shop, the more leisurely can lounge on seats made from a patchwork of red, green, blue and vellow leather, and relax in front of Crussh TV.

The overall effect is of an exuberance which borders on vulgarity, and is particularly welcome in the stuffy context of the City. Expect to see more of Crussh soon five further units are planned within the next year.

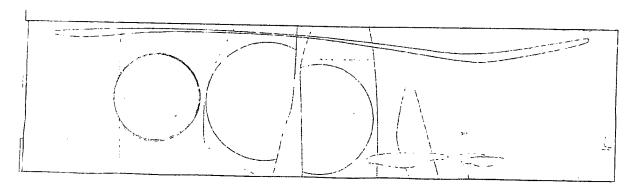
CREDITS ARCHITECT Richard Hy;vel Evans

Granaiola, Simon Leslie **CLIENT** Crussh Global CONTRACTOR & FURNITURE ISM Design GRAPHIC DESIGN Julia Bostock Associates SUPPLIERS moving image Felt, lighting Targetti, Indges Airedale Catering, stools Magis, vinyl printing Jupiter. ceiling raft finish Future Finishes, juicers Nutrifast, monitors Sony, leather sofas Scottish Leather

ARCHITECTURE & DESIGN Richard Hywel Evans, Pietro



The bar - for those who prefer to watch the street



CERTIFICATE OF SERVICE

I hereby certify that I caused a true and correct copy of the foregoing Opposer/Petitioner's Notice of Reliance on Applicant/Registrant's Discovery Responses to be to be served by prepaid, First Class mail on Applicant/Registrant's attorney, Jason M. Drangel, Esq., Epstein Drangel Bazerman & James LLP, 60 East 42nd Street, Suite 820, New York, New York 10165, this 1st day of June, 2009.

Laura Popp-Rosenberg